Developing a learning Community to increase Engagement and Enrollment in cardiovascular Clinical Trials

Third Thursdays with the ICTR
September 21st, 2023
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Objectives

1. Describe the purpose of CONNECT.

2. Discuss strategies to partner with the CONNECT team for cardiovascular research recruitment and enrollment.

3. Identify potential collaborations among ongoing research studies and the CONNECT project team.
CONNECT is funded by the American Heart Association Strategically Focused Research Network on the Science of Diversity in Clinical Trials as part of the IMPACT Center at Johns Hopkins University.

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Improving Participation Among diverse populations in Cardiovascular clinical Trials
The SDCT SFRN aims to identify solutions underlying the inequitable participation of diverse individuals in clinical research, and the associated health inequities it creates.
Motivation

Cardiovascular clinical trials lack diversity and representation

Khan MS.....**Michos ED**. J Am Heart Assoc. 2020;9(11):e01559
Motivation

Barriers to participation along the continuum of the clinical trial process:

1. Invitations to participate do not reach URM
2. Best practices for recruitment are not established
3. Processes do not address historical mistrust and discomfort
4. Trial materials are rarely tailored
5. Women and URM are disproportionately excluded

CONNECT Overview

1. INFORM
Inform community members and leaders about CONNECT, clinical trial processes and cardiovascular clinical trial opportunities

2. IDENTIFY
Identify community members with CVD or CVD risk factors through targeted and community-based approaches

3. ENGAGE
Engage community members and leaders in CONNECT

4. COMMUNICATE
Establish bidirectional communication with CONNECT participants about CVD and ongoing clinical trials

5. EVALUATE
Evaluate the effectiveness of recruitment and engagement strategies in underrepresented racial and ethnic groups

6. CONNECT
Connect CONNECT participants to ongoing CVD trials
NIMHD Framework

Phase 1: Develop CONNECT and engage community members

Aim 1: 0-6 Months
Engage key stakeholders to develop CONNECT

Aim 2: 6-48 Months
Identify, recruit, and enroll community members in CONNECT

Phases 2: Use CONNECT to increase clinical trial awareness and participation

Aim 3: 6-48 Months
Increase clinical trial awareness and willingness to participate in clinical trials among CONNECT participants

Aim 4: 12-48 Months
Use CONNECT to increase clinical trial enrollment

Core Functions:
- Inform
- Identify
- Engage
- Communicate
- Evaluate
- Connect

Specific Aims

Level of Influence:
- Individual
- Interpersonal
- Community
- Health System
Meet Our CONNECT Team
Phase 1) Develop CONNECT and engage diverse community stakeholders
Community Research Council
4 Focus group discussions completed, 2 scheduled
1 completed in Spanish

32 participants in total
14 individuals who identify as Black or African American
16 individuals who identify as Hispanic or Latino
25 individuals who identify as a woman
Database Development

What kind of interactions can a person have?
- Explore the platform and use it to search for studies
- Join CONNECT and opt in to receiving text communications
- Join CONNECT, opt in to receiving text communications, AND consent to being matched to studies of interest
- Join CONNECT, opt in to receiving text communications, AND consent to being considered for all future studies

What data is being collected?
- Basic contact information
- Basic contact information, demographics, and research interests

Who has access to the data and will send communications?
- CONNECT Team
- CONNECT Team AND specific study teams
- CONNECT Team AND any/all study teams

What kind of communications?
- Educational material on CVD and clinical trial processes
- Educational material on CVD and clinical trial processes, AND information from study teams for study screening, recruitment, and enrollment
- Educational material on CVD and clinical trial processes, AND information from study teams for study screening, recruitment, and enrollment

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Community Engagement

- Clinical trial awareness and recruitment
- Cardiovascular health promotion and education
Research Participant Recruitment

- Include your study on the CONNECT website and matching algorithm
- Ask the CONNECT team to disseminate your study opportunity via text to CONNECT participants
Disseminating Study Findings
• At community events
• Via text message to CONNECT participants
Opportunities for Training

- Our team has trainees/students at the undergraduate, masters, and postdoctoral levels. We invite any students interested in this topic to join our team!
- The IMPACT Center currently has 2 open postdoctoral fellowships
Questions?

Reach out to us!

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Leading the way in education, research and practice – locally and globally.