

Forward. For all of us.
Together, we're moving health care forward.

Promoting Diversity in Research

Centro SOL Research Consultations



Objectives

- Describe the need of a Center working with Latinos (the Centro SOL story)
- Explain the current need of research consultations to reach/engage Latinos in research
- Plan effective online research recruitment content

Immigrant residents in Baltimore

- Approx. ~8% (47,000 ppl) are foreign-born immigrants
 - Most of these are from Latin America and Asia
- The five main, non-English languages spoken in the City are Spanish, Chinese, French, Korean and Arabic

Hispanic Population

Census 2010 - 2020





Centro SOL: Story

- HOLA, The Hopkins Organization for Latino Awareness, was established by a group of passionate physicians
- Advocacy and funding allowed the institutionalization of their individual efforts
- In 2013, Centro SOL was established as a Center of Excellence at Johns Hopkins University and Medicine
- MISSION: to promote equity in health and opportunities for Latinos in collaboration with community and Hopkins organizations

Core Areas

- Education
- Advocacy
- Research
- Outreach
- (Global Health)



Core Areas

Education

- Mentoring and tutoring
- Summer programs

- 15-30 youth
- Volunteer mentors
- Weekly mentoring sessions
- 5-week paid summer internships



Core Areas

Outreach

- Regular community meetings
- Community presence
- Weekly events and actions with local partners and community leaders including schools, faith-based orgs, CBOs, neighborhood associations, social media, etc.
- Research and community-based advisory boards

Advocacy

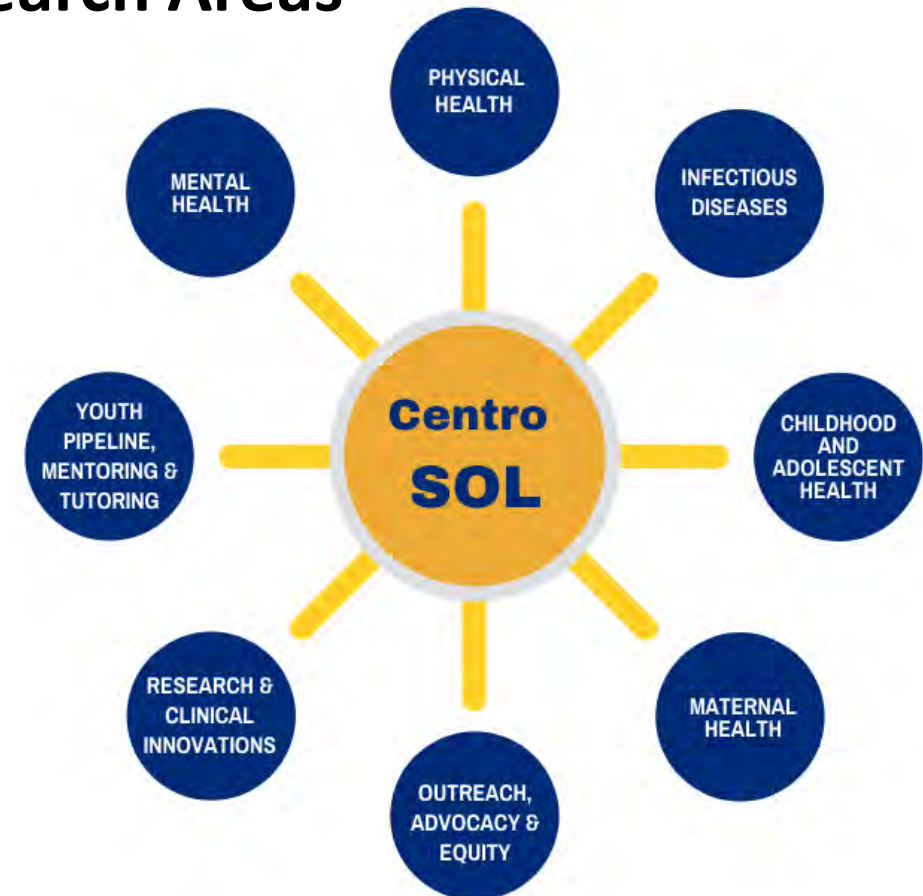
- Multidisciplinary collaboration with JH and community partners and policymakers
- Monthly check-in meetings to discuss challenges in policy implementation
- Actions to promote change

Research

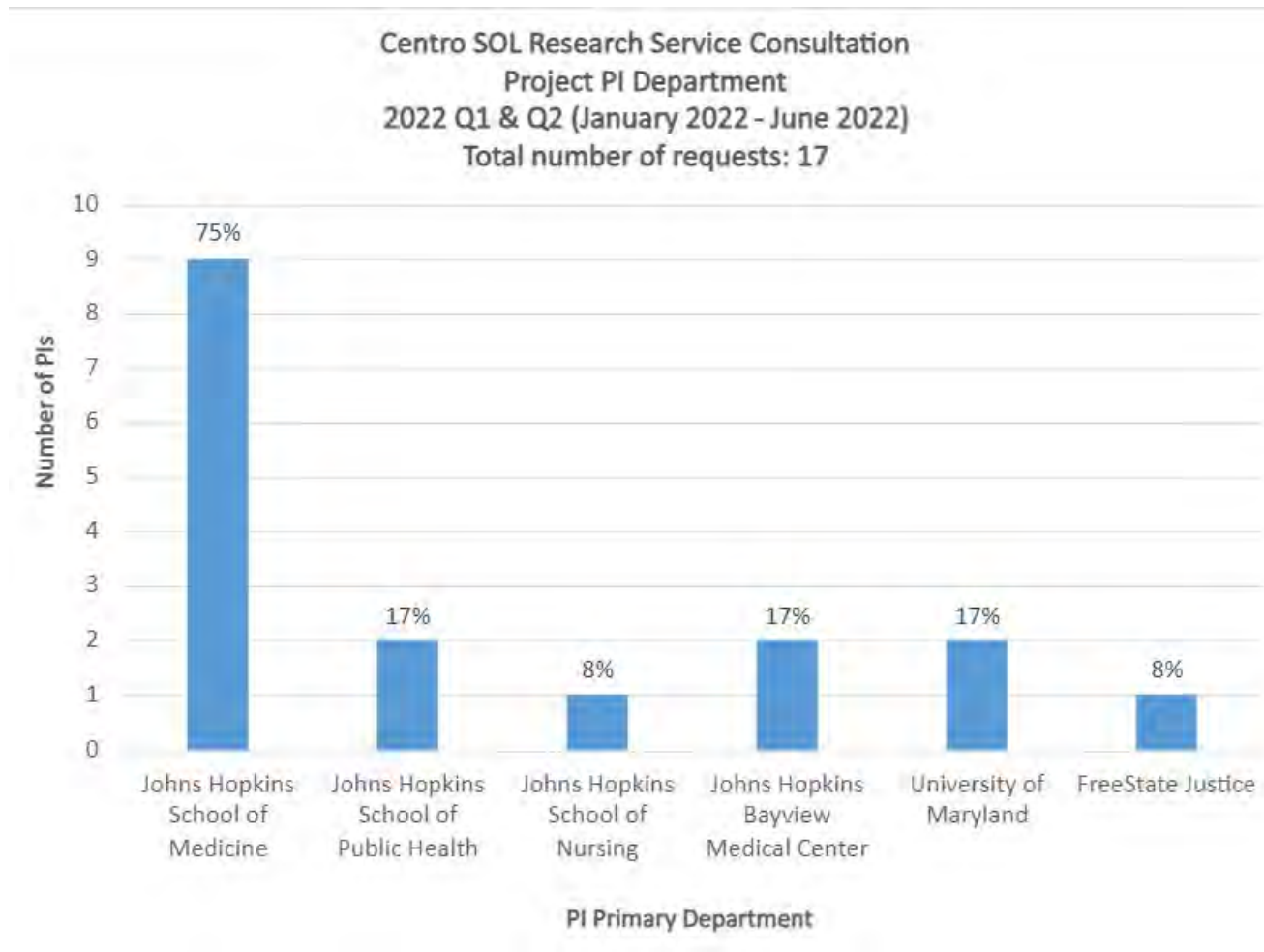
Research Consultations

- Before 2014 informal consultations with faculty serving Latino patients
- After 2014, The Center established a more formal process for consultations
 - Systemized request and tracking system
 - Senior research coordinator to respond to and coordinate requests
 - Participant Recruitment
 - Material Review
 - Study Planning
 - Translations (now discontinued)

Research Areas

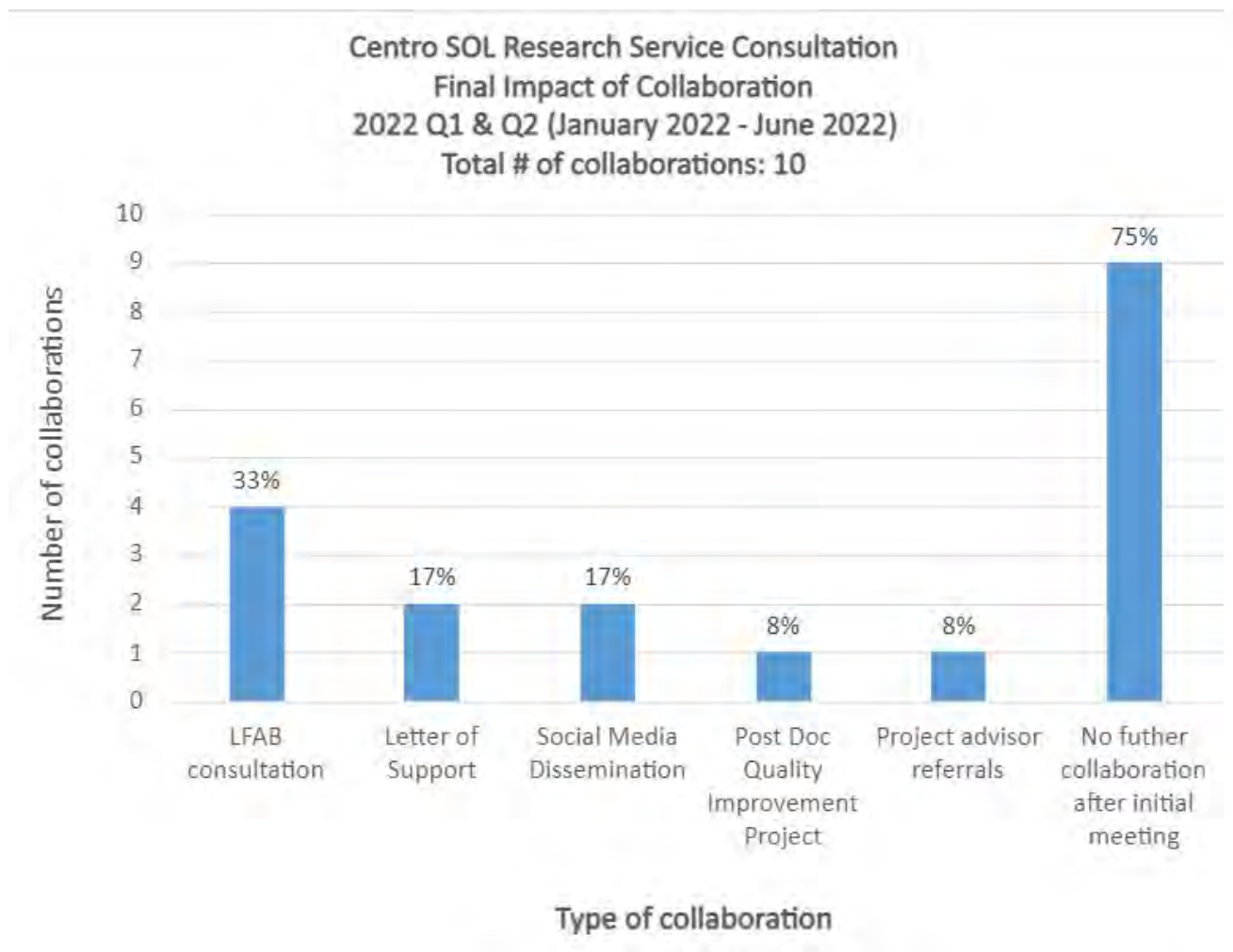


Research Consultations Statistics



- In the first half of 2022, we received 17 requests from research teams
- Requests for in-preparation and funded projects
- Very few for planning

Research Consultations Statistics



- In the first half of 2022, the requests resulted in 10 total collaborations:
 - Most collaborations for community engagement with the Latino Family Advisory Board

Major Requests Topics

- Study team:
 - We would like to share this flyer, we know we should have done this sooner but now the grant requires us to have this out “yesterday” [show flyer]
 - We know this post may not work, but share it anyway
 - We have reached out to A, B, C organizations but we don’t have any responses
 - We need a bilingual RA
 - We need to recruit English speakers, but if Spanish speakers want to join that’d be great. And we don’t have anybody who speaks Spanish
 - We didn’t know translations were so expensive

Major Requests Topics

<p>Fresh Sunkist Valencia Oranges USA #1</p> <p>\$1.49 1 lb \$2.99/kg</p>	<p>Fresh Mat Mexico Tomatoes Canada #1</p> <p>\$1.59 1 lb \$3.19/kg</p>	<p>Fresh Red Delicious Apples USA #1, Extra Fancy</p> <p>99¢ 1 lb \$1.99/kg</p>	
<p>Smith's Beef Burgers 507 g</p> <p>\$10.99 18</p>	<p>Fresh Pork Shoulder Made Steak</p> <p>\$2.99 1 lb \$5.99/kg</p>	<p>Pinty's Dink & Grill Chicken Wings Assorted 810 - 820 g, Eat Well Chicken Breasts Assorted 810 g</p> <p>\$11.99</p>	
<p>Hill's Eye Barbecue Sauce Assorted 425 mL</p> <p>\$2.49</p>	<p>Francis Tomato Ketchup Original 750 mL 6 L L</p> <p>\$3.49</p>	<p>Visit us at HARRYSFOODS.CA to view our entire flyer filled with 100's of other items on sale each week.</p>	
<p>MIX & MATCH</p> <p>5/\$5</p> <p>Heinz Canned Pasta or Beans Assorted 350 mL, KB Kraft Dinner Original 225 g</p>	<p>Schweitzer Deli Best Honey Ham</p> <p>\$1.69 100 g</p>	<p>Nature Valley Crunchy Bars Selected Flavors 175 or 230 g</p> <p>\$1.99</p>	
<p>Pine Foods Ice Cream Assorted 4 L</p> <p>\$4.99</p>	<p>Maple Lodge Pancake Mix Breakfast Cakes, Crepes, French Toast 1.03 kg</p> <p>\$1.29</p>	<p>Dairyland Yogurt Strawberry, Full Fat or Classic Vanilla 650 g</p> <p>2/\$5</p>	
<p>Fresh Baked Bismark Buns Jumbo 6 pk</p> <p>\$3.99</p>	<p>Coca-Cola Beverages Assorted 26,335 mL</p> <p>\$7.99</p>		
		<p>5671 Hwy #9 St. Andrews Customer Service: 204-338-7538 Store Hours: Monday-Friday 8 am - 9:30 pm Saturday 8 am - 8 pm Sunday & Holidays 10 am - 6 pm</p>	
<p>Phone: 204.504.5500 Fax: 204.504.5540</p>			
<p>PRICES IN EFFECT: THURSDAY, AUGUST 6 - WEDNESDAY, AUGUST 12, 2020</p>			

7 Steps to Success

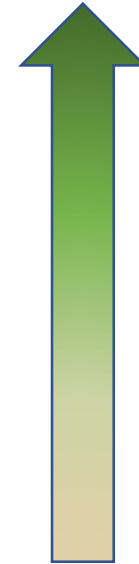
1. Start planning early and budget for community engagement
2. Engage with community leaders soon
3. Maintain partnerships
4. Promote equitable practices i.e. participant compensation, transportation, childcare, healthcare access
5. Recruit bilingual AND bicultural study team (SMILE, support students, external staff)
6. Collaborate with the IRB, submit culturally appropriate materials with your protocol
7. Design and implement tools that are accessible i.e. REDCap/Qualtrics Spanish modules, mobile distribution, text messages

We live in a virtual world!

- Only 31% of RCT reached the goals for enrollment on time
- There isn't a "one size fits all" and assessments of strategies is essential
- Mixed strategies including traditional i.e. in person, virtual, phone, mail, etc. and "new" have shown to be effective in recruitment
- Now more than ever, 74% of Latinos use the internet as a source of information

We live in a virtual world!

- When planning your presence online use the ethics in research to assess:
 - Significance
 - Benefits, participant time and effort
 - Risk, invasiveness
- In addition, think about your resources
 - Who is behind the scenes
 - Can you answer questions
 - Understand your audience



We live in a virtual world!

- To post an ad on social media, we need a JPEG or PNG file (recommended size 1080 x 1080px or 940 x 788px)
- The image needs to have key text, 1-2 sentences or big title of the project. More text may not get approved as an ad by the platform.
 - If needing a lot of text, create a blogpost with all the information along with an image with little text
 - Centro SOL can host the blogpost for the duration of the ad on social media
- Language of the ad if targeting Latinos:
 - One full ad with both languages or
 - One ad per language

We live in a virtual world

Clics en el enlace **176**

Alcance **7.178**

Costo por: Clic en el enlace **\$0,55**

Actividad

Interacción con la publicación **21**

Clics en el enlace **176**

Reacciones a la publicación **33**

Veces que se compartió la publicación **4**

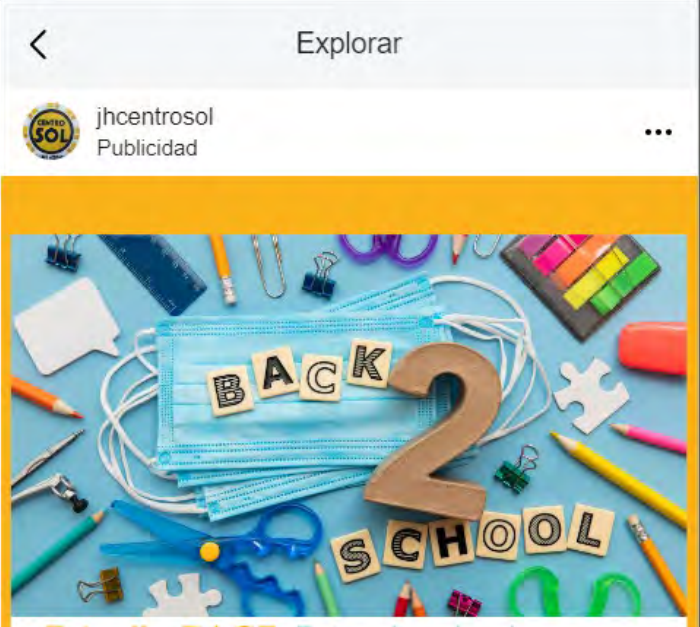
Columna derecha de la computadora



Encuesta PACE
mrprbcw.hosts.jhmi.edu

¡Padres/tutores compartan su experiencia de volver a clases en persona en Maryland! Rellene esta encuesta y obtenga una tarjeta de regalo. Haga clic >> https://redcap.link/PACE_JHU

Sección "Explorar" de Instagram



Explorar

jhcentrosol
Publicidad



Summary

- Centro SOL promotes equity in health and opportunities for Latinos
- Latino population has increased over 75% in the last decade
- Innovative approaches are needed to reach, recruit and engage the Latino community
- Latinos use internet more than ever before, but not everyone
- Use a mix of strategies and know your audience
- Social media messages focus on images + link more than text only

Thank you

Thank you for your attention.

Centro SOL

centrosolresearch@jhmi.edu

jhcentrosol.org/research-services





Your presenters today

I am Monica Guerrero Vazquez, Executive director of Centro SOL. I have worked at Centro SOL since 2014! I am an immigrant from Ecuador, working with and for immigrants professionally since the early 2000s. In 2006, I worked as a field expert for the United Nations in Ecuador. In 2009, I worked as an IT consultant for the UN Headquarters in New York. In Spain, I worked as a computer science engineer for several years. I migrated to the U.S. in 2011. In 2018, I worked as an independent researcher at University of Cuenca in Ecuador. Currently, I serve as a commissioner for the State's Commission on Suicide Prevention, and as a board member for Friends of Patterson Park since 2019 and the 211 Maryland since 2022. As a member of the Recruitment Innovation Unit, I have collaborated with the ICTR in making efforts to represent marginalized and immigrant communities in research. For example, in 2019 we established the Community Leaders Advisory Board (CLAB) to inform best practices to recruit and engage research participants who are often underrepresented in scientific research. Similarly, during COVID9 research with the CEAL coalition, I supported the work to recruit and engage Latinos in the project using participatory action and mentoring community members who became staff in our institution. I lead our consultation services since 2014.

<https://www.linkedin.com/in/monicaguerrero/>

I am Lindsay Cooper, Senior Research Program Coordinator at Centro SOL, where I have been working for the past 3.5 years. I am a Maryland native but obtained my Bachelor's degree from Davidson College in North Carolina and my Master's degree in English-Spanish Translation from the Universidad Complutense de Madrid in Madrid, Spain, where I lived for 5 years prior to working at Johns Hopkins. While in Madrid, I worked as a translator and as a graduate school admissions advisor at IE University.

I started working at Hopkins as a research coordinator on a randomized clinical trial on pediatric anxiety. Currently, I am the senior research coordinator on two maternal mental health studies, which both pilot virtual delivery of evidence-based interventions with Latina mothers of young children and who are at risk for postpartum stress and/or depression.

I used to manage our Translation Services, which we discontinued at the end of 2020. I have been managing our Research Consultation Services since December 2021.

<https://www.linkedin.com/in/lindsay-cooper/>

References

Flores A, Lopez MH. Among U.S. latinos, the internet now rivals television as a source for news. . 2018.

Kantanen H, Manninen J. Hazy boundaries: Virtual communities and research ethics. *Media and Communication*. 2016;4(4):86-96. <https://search.proquest.com/docview/1908472712>. doi: 10.17645/mac.v4i4.576.

Toly VB, Eliades A, Miller A, et al. Collaborative development of an innovative virtual research recruitment strategy through an academic/clinical partnership. *Applied Nursing Research*. 2022:151626. <https://www.sciencedirect.com/science/article/pii/S0897189722000684>. doi: <https://doi.org/10.1016/j.apnr.2022.151626>.