Introduction & Overview:
—Mark Sulkowski, MD - Director, COVID-19 Clinical Research Center, ICTR

• Participant Satisfaction Survey - COVID Research
  —Cassie Lewis-Land, MS, CCRP - Program Administrator RUI, ICTR

• Recruitment Innovation Unit (RUI)
  —Cassie Lewis-Land, MS, CCRP - Program Administrator RUI, ICTR

• Community Collaboration Core (CCC)
  —Cyd Lacanienta, MSW - Associate Director Stakeholder Engagement, CCC, ICTR

• Community Research Advisory Council: Expedited COVID-19 Reviews
  —Roger Clark, MBA - C-RAC Co-chair

• Consultation: CCC 6-Step Process- COVID-19
  —Crystal Evans, MS - Technical Lead for Community-Engaged Research
Agenda Part 2

Community Outreach:

• Day at the Market (D@M)
  —Barbara Bates-Hopkins – D@M Manager

• Center for Salud/Health and Opportunities for Latinos (Centro SOL)
  —Monica Guerrero Vazquez – Executive Director, Centro SOL

Community Partners:

• Healthy Community Partnerships, Medicine For the Greater Good
  —Panagis Galiatsatos, MD, MHS – COVID-19 Community Calls

• Office of Diversity, Inclusion and Health Equity, Johns Hopkins Medicine
  —Cheri Wilson, MA, MHS, CPHQ – Vaccine equity and COVID-19 Initiatives

• Discussion & Q&A
• Johns Hopkins has been conducting clinical research participant satisfaction surveys since June 2017. Response to those surveys (available on the ICTR website) reflect a high level of satisfaction in their participation in clinical research.

• In January 2021, the Institute of Clinical and Translational Research randomly selected participants (N=354) that were involved in COVID-19 related research to receive a participant satisfaction survey. The survey was sent over email. A reminder email was sent 14 days later if no response was received.

• In the survey, we ask about the informed consent process, overall research experience, interaction with the research team, and how easy it was to complete the study.

• The results of the survey reflect overall all a high level of satisfaction with participation in COVID-19 research studies at JH
COVID-19 HOPE Registry

Cassie Lewis-Land, MS, CCRP
Recruitment Innovation Unit (RIU)
Objective of HOPE Registry

The registry is designed to be participant centric allowing for volunteers to be matched with researchers and building a community around COVID-19 research and information.

**Participant**
- Ability to choose a study or studies that best fits their personal preferences and gives them autonomy in choosing
- To stay informed of study opportunities that they may be eligible to join

**Research Teams**
- Provides ability to directly contact individuals who have expressed interest in participating in COVID-19 research and their project
- Creates a organized tool for tracking and documenting recruitment efforts

**HOPE Community**
- Allows for a diverse community of individuals who through engagement can become ambassadors promoting research participation
- Serves as information center about COVID-19 research opportunities, general information and resources
How it Works

We recruit participants via social media, online advertisements, phone calls, MyChart, emails and text messages.

The survey uses branching logic to determine which studies the participant may be eligible for.

Participant is provided opportunity to select studies they are interested in.

Study team determines the participant’s eligibility and recruits participant if applicable.

Participant selection triggers email notification to appropriate study team.
Recruitment Methods

- MYCHART MESSAGES
- E-MAILS
- TEXT MESSAGES
- PHONE CALLS
1- Individuals consent and enroll into registry answering questions about themselves.

2- Branching logic is built to match with studies that the individual may be eligible for given responses.

3- Study teams get immediate alerts of interest and can then reach out to do a complete screening to determine eligibility of individual.
HOPE Registry Dashboard

Total Participants: 13519

Response Rates:
- MyChart: 9.31%
- Email: 12.05%
- Text Message: 11.08%
- Phone Call: 12.97%

How Participants Heard About the Registry:
- Some participants may have been contacted via multiple methods.

Mean Age: 53.3
COVID Positive: 18.60%
## HOPE Metrics via Recruitment Method

### Demographics of Registry

<table>
<thead>
<tr>
<th>Demographics of Registry</th>
<th>Number</th>
<th>Percentage of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>5775</td>
<td>64.20%</td>
</tr>
<tr>
<td>Male</td>
<td>3195</td>
<td>35.50%</td>
</tr>
<tr>
<td>Other or Prefer not to Answer</td>
<td>19</td>
<td>0.30%</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>8260</td>
<td>93.40%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>492</td>
<td>5.60%</td>
</tr>
<tr>
<td>American Indian or Native Alaskan</td>
<td>35</td>
<td>0.40%</td>
</tr>
<tr>
<td>Asian</td>
<td>424</td>
<td>4.70%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>844</td>
<td>9.40%</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>12</td>
<td>0.10%</td>
</tr>
<tr>
<td>White</td>
<td>7240</td>
<td>80.60%</td>
</tr>
<tr>
<td>Other</td>
<td>428</td>
<td>4.70%</td>
</tr>
</tbody>
</table>

### RedCap Metrics as of 4/12

<table>
<thead>
<tr>
<th>Method</th>
<th>Responses</th>
<th>Percentage of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcard from Testing Site</td>
<td>120</td>
<td>0.90%</td>
</tr>
<tr>
<td>Phone Call</td>
<td>31</td>
<td>0.20%</td>
</tr>
<tr>
<td>MyChart Message</td>
<td>9552</td>
<td>70.90%</td>
</tr>
<tr>
<td>Text Message</td>
<td>1116</td>
<td>8.30%</td>
</tr>
<tr>
<td>Email</td>
<td>1210</td>
<td>8.70%</td>
</tr>
<tr>
<td>Social Media/Website</td>
<td>763</td>
<td>5.50%</td>
</tr>
<tr>
<td>Sway Advertisement</td>
<td>714</td>
<td>5.40%</td>
</tr>
<tr>
<td>Spanish Outreach</td>
<td>13</td>
<td>0.10%</td>
</tr>
<tr>
<td>Total in Registry</td>
<td>13519</td>
<td>93.91%</td>
</tr>
</tbody>
</table>

### Metrics as of 4/12

<table>
<thead>
<tr>
<th>Method</th>
<th>Total Sent</th>
<th>Total Enrolled</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MyChart</td>
<td>102,556</td>
<td>9552</td>
<td>9.31%</td>
</tr>
<tr>
<td>Email</td>
<td>10,039</td>
<td>1210</td>
<td>12.05%</td>
</tr>
<tr>
<td>Text Call</td>
<td>10,073</td>
<td>1116</td>
<td>11.08%</td>
</tr>
<tr>
<td>Call</td>
<td>239</td>
<td>31</td>
<td>12.97%</td>
</tr>
</tbody>
</table>
Community and Collaboration Core

ICTR COVID-19 Clinical Research Center Town Hall: Community Engagement in COVID-19 Research

Strengthening trust. Bridging partnerships. Sharing the science.

Cyd Lacanienta, MSW
Community and Collaboration Core, Stakeholder Engagement
Community & Collaboration Core Overview

Community Stakeholders

CBOs

SPH

CAREY

SOM

C-RAC
CE CONSULTS
GOVERNANCE
COMMUNICATION
& EVALUATION

OUTREACH
ENGAGEMENT
TRAINING / RESEARCH

Office of Diversity, Inclusion and Health Equity
Urban Health Institute

Promote Center
Center for Innovative Care in Aging
CCC SERVICES

01 TRAINING & RESEARCH
Training investigators on and promoting the science of CEnR & Team Science

02 CONSULTS
Community engagement consultations with the Community Research Advisory Council & customized technical assistance

03 SYMPOSIUMS & SEMINARS
- Henrietta Lacks Memorial Lecture
- Healthy Aging Conference
- High School HeLa Lecture
- The Legacy Series

04 COMMUNITY ENGAGEMENT
Community-centric approach to sustained community engagement

05 CCC SERVICES
Training investigators on and promoting the science of CEnR & Team Science
Community Research Advisory Council (C-RAC)

Roger Clark, MBA
Co-chair, Community Research Advisory Council
COVID-19 Expedited Community-Engaged Research Consultation

- 45-minute virtual meeting
- Consultants provide community-centered review of study design, including:
  - Recruitment
  - Communications
  - Implementation
  - Dissemination
- Mondays, from 5 - 6 pm
- C-RAC supports efforts of:
  - COVID-19 research teams seeking to engage communities throughout the study life cycle.
  - Research teams pivoting to shift their protocols in light of COVID-19 public health measures.
## C-RAC: Review of 2020

<table>
<thead>
<tr>
<th>2020</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total reviews</td>
<td>34</td>
</tr>
<tr>
<td>Total COVID-19 related reviews</td>
<td>14</td>
</tr>
<tr>
<td>Total reviews for TL1 scholars</td>
<td>15</td>
</tr>
<tr>
<td># of projects with &gt; 2 reviews over study life cycle</td>
<td>3</td>
</tr>
<tr>
<td>Projects reviewed seeking feedback based on redesigning their studies due to COVID restrictions</td>
<td>5</td>
</tr>
<tr>
<td>% of community members on the board</td>
<td>61%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Evaluation (N=14)</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRAC helped me think about my study from the participant’s point of view</td>
<td>86%</td>
</tr>
<tr>
<td>CRAC provided me with specific recommendations that I could incorporate into my study</td>
<td>86%</td>
</tr>
</tbody>
</table>

### Demographics
- **Black**: 61%
- **Latinx**: 13%
- **Asian**: 4%
- **White**: 22%
Strategies to strengthen community engagement

1. LISTEN
2. BE UNDERSTANDABLE
3. BE A TRUSTED PARTNER
4. GIVE BACK
Community Engagement Consult Process
Crystal Evans, MS
Technical Lead, CEnR
Community & Collaboration Core
C-RAC Consult 6-Step Process: CE Technical Assistance

Service Request

Information Gathering Session

Needs assessment Referral opportunities

Schedule CRAC Review

CRAC Review Preparation

CRAC Review

Post Review Debriefing
Day At The Market Program

Barbara Bates-Hopkins
Manager, Day At The Market Program
JHSPH and ICTR-CCC
Pre-COVID-19

• In collaboration with 75 stakeholders, we reached more than 11,921 Baltimore Residents with different services / more than 500 filled satisfaction survey.

During COVID-19

• **Census:** In collaboration with JHU Black Faculty and Staff Association, Women's Home Preservation Fund (Census), Baltimore City Public Markets Corporation, Office of the Residential Services in Baltimore City … we engaged over 1000 and registered 500

• **Flu vaccination:** Over 113 people received flu vaccine

• **PrepareAthon:** Engaged 300 residents on emergency preparedness
D@M During COVID-19

- Health information distribution during curb-side pickup.
- Realignment of monitors.
- Distribution of health information while respecting university and public market guidelines regarding safety during the pandemic.

- Everyone received a packet with:
  - The bags with HOPE masks
  - COVID-19 info cards and
  - hand soap
  - Instructions on the correct way to wash hands and wear mask
D@M: COVID-19 Vaccine Sign-Up Initiative
Introducing Community Partners
Community Conversations

THE LEGACY SERIES:
Inaugural Community Forum

Trust in Science.
An honest discussion about COVID-19 vaccines.

2/3/21, 5-7pm via Zoom
Center for Salud/Health and Opportunities for Latinos (Centro SOL)

Monica Guerrero Vazquez:
Executive Director, Centro SOL
Healthy Community Partnerships, Medicine For the Greater Good

Panagis Galiatsatos, MD, MHS: COVID-19 Community Calls
Office of Diversity, Inclusion and Health Equity, Johns Hopkins Medicine

Cheri Wilson, MA, MHS, CPHQ: Vaccine equity and COVID-19 initiatives
Johns Hopkins Medicine Vaccine Equity Programs

Sherita Golden, MD, MHS
Professor, Vice President and Chief Diversity Officer

Kathleen Page, MD
Associate Professor

Katie O’Conor, MD
Assistant Professor and Operations Chief
Unified COVID-19 Incident Command Center

Jeanne Hitchcock, Esq
Special Advisor to Vice President
Government and Community Affairs
COVID-19 Vaccine Education and Equity

• JHM non-clinical frontline employees
  – Collaboration with Dr. Katie O’Conor,
  JHM Unified Command Center

Nicole Iarrobino
Senior Program Manager, PFACs
Chair, JHH Diversity Council

Cheri Wilson
Program Manager
ODIHE

April Lugo
Program Specialist
ODIHE
Employee Vaccine Equity Group Priorities

- **Identify** JHM groups at risk of disparities in outreach, education, and engagement/vaccination
- Develop strategies for **outreach** to publicize vaccine offer
- Develop strategies for **education** about MyChart, logistics, vaccine
- Develop strategies for **engagement/vaccination**
- **Monitor** iteratively via survey and engagement stats
Identify Vulnerable Groups at Risk of Disparity

- By department, by role, by demographic membership

- Black/Latinx personnel
- Indigenous personnel
- Personnel without regular access to email or inactive email accounts
- Personnel without access to computer
- Other group membership r/t healthcare disparities
Employee Equity Groups

Departments
• Facilities
• Environmental Services
• Materials Management
• Supply Chain
• Security
• Nutrition
• General Services
• Broadway Services
• Home Care

Roles from other departments
• Clinical technicians
• Patient care technicians
• Critical care/anesthesia technicians
• Clinical customer service representatives
• ED assistants and associates
• Unit associates
• Pharmacy technicians
COVID-19 Vaccine and MyChart Resource Documents

In order to access these documents electronically, please use your phone’s camera and hover over each of the QR codes below. Each code represents a different document. If you would prefer a hard copy of these documents, there will be some printed and placed at the Facilities Service Center in Billings basement for pick-up.

<table>
<thead>
<tr>
<th>Resource Description</th>
<th>QR Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID Update on Development and Distribution of Vaccine Email – 12/3/2020</td>
<td><img src="#" alt="QR Code" /></td>
</tr>
<tr>
<td>How-to: Activate MyChart</td>
<td><img src="#" alt="QR Code" /></td>
</tr>
<tr>
<td>COVID Vaccine FAQ – 12/3/2020</td>
<td><img src="#" alt="QR Code" /></td>
</tr>
<tr>
<td>MyChart Activation Email – 12/7/2020</td>
<td><img src="#" alt="QR Code" /></td>
</tr>
<tr>
<td>Dr. Peter Hill, Chief Medical Officer, Video regarding COVID Vaccine</td>
<td><img src="#" alt="QR Code" /></td>
</tr>
</tbody>
</table>

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**MyChart**

For Johns Hopkins Medicine Patients and Employees

**Activate Your MyChart Account Today!**

Need Help?
Call **888-676-3433** at any time, 24/7.
Employee Support and Engagement

• MyChart Activation Stations
  – Johns Hopkins Hospital
  – Johns Hopkins Bayview Medical Center
  – Howard County General Hospital
  – Sibley Memorial Hospital

• Employee Zoom Town Halls featuring Black and Hispanic clinicians
  – Four in English (n=268)
  – Two in Spanish (n=40)
COVID-19 Disparities and the Vaccine Video Series

Dr. Damani Piggott
Assistant Professor of Infectious Diseases

Dr. Kathleen Page
Associate Professor of Infectious Diseases

Dr. Kawsar Talaat
Assistant Professor of International Health
Center for Immunization Research

Dr. Risha Irvin
Assistant Professor of Infectious Diseases

https://www.youtube.com/playlist?list=PL6ShoiJMrpsdmRb5ciDXbTgFl1V_jU37E

https://www.youtube.com/watch?v=goNbjLmVlQU
Call in line for those without computer access

Set aside vaccine supply and appointments
Patient Equity Outreach

• Patients called when their vaccine tickets pulled to schedule appointments
  – Inactive MyChart accounts

• Outreach to priority equity clinics that serve high-risk marginalized communities in East Baltimore meeting Maryland state vaccine eligibility criteria
Bringing mobile vaccines to the community!
Community-Focused Equity Outreach

- Baltimore City Public School teachers and personnel

- JHM-Sibley partnership with DC Department of Health and DC Housing Authority
  - Targeted 6 senior housing buildings in Washington, DC
  - Similar effort being planned for Baltimore City
“As we move into 2021 it is all about our residents knowing how much we CARE for them… We were grateful to be able to assist with making sure the immunizations were administered to all who wanted it. Our residents are still buzzing with gratitude for the immunizations being brought to the site.” – DCHA Property Manager
## Preliminary Outcome Data

### District of Columbia

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black or African American</td>
<td>877</td>
<td>88%</td>
</tr>
<tr>
<td>Other/Unknown</td>
<td>76</td>
<td>8%</td>
</tr>
<tr>
<td>White or Caucasian</td>
<td>29</td>
<td>3%</td>
</tr>
<tr>
<td>Asian</td>
<td>11</td>
<td>1%</td>
</tr>
<tr>
<td>Black or African American/Unknown</td>
<td>3</td>
<td>0%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>2</td>
<td>0%</td>
</tr>
<tr>
<td>Black or African American/White or Caucasian</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Other/Black or African American</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Hispanic/Other</td>
<td>1</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Baltimore City

- JHM-Baltimore City Health Department Partnership: Launch 2/25
- 914 vaccinations as of 3/27

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian Non-Hispanic</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>Black/AA Hispanic</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Multiracial &amp; Other Hispanic</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Multiracial Non-Hispanic</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Other Non-Hispanic</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>White Non-Hispanic</td>
<td>6</td>
<td>6%</td>
</tr>
<tr>
<td>Not provided</td>
<td>2</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Black/AA Non-Hispanic 85%**
February 25 Launch!
914 vaccinations as of 3/27
Sacred Heart Vaccine Initiative

- Launched 2/26/2021
- Targeting Latinx community
- 176 vaccinations
COVID-19 Vaccine Education and Equity

- JHM non-clinical frontline employees
  - Collaboration with Dr. Katie O’Conor, JHM Unified Command Center

- Local community and government leaders
  - Collaboration with GCA (Jeanne Hitchcock), Centro SOL (Dr. Kathleen Page), Urban Health Institute (Nancy Edwards Molello, Dr. Lisa Cooper), and COVID Faith and Community Leadership Group (Dr. Risha Irvin)
Thank you

COVID-19 Clinical Research Center
https://ictr.johnshopkins.edu/covid-research-center/town-halls/

COVID19ResearchCtr@jhmi.edu