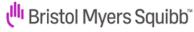
Working Group Leader	BMS Champion	GRYT Health Leader
Sheila Thorne	Kemi Osundina	Jessica Valence
President and CEO, Multicultural Healthcare Marketing Group, LLC	Tammi Fanson	

Participants' Affiliate Organizations









What are some reasons for the inequalities of clinical trials?

#### Misinformation

- Translation to different languages often creates miscommunication Lack of information
- Translators are not always available
- Information is being delivered at a 12th grade reading level

Trust barriers

#### Reaching out to groups in a culturally competent way

- Language that researchers use can come across as offensive when they use words like subjects, experimentive **Location of clinical trials**
- Travel expenses
- Clinical research sites should be in locations accessible to diverse populations





What are some ways we can change the disparities?

#### Misinformation

• Instead of translating information we need to transcreate Lack of information

- Make translators and interpreters available
- Information should be given at a 5th grade reading level

#### **Trust barriers**

- You have to develop a relationship
- Change the language being used
- Following up with patients to ensure that they understand
- Reaching out to groups in a culturally competent way
- Prioritize from the beginning the need to be culturally competent and build it into the process, and not add it on after the trial has started

Location of clinical trials

• Gather resources for travel compensation, Uber, Lyft, etc.





What is the connection between the lack of diverse representation in clinical trials and racial and ethnic disparities?

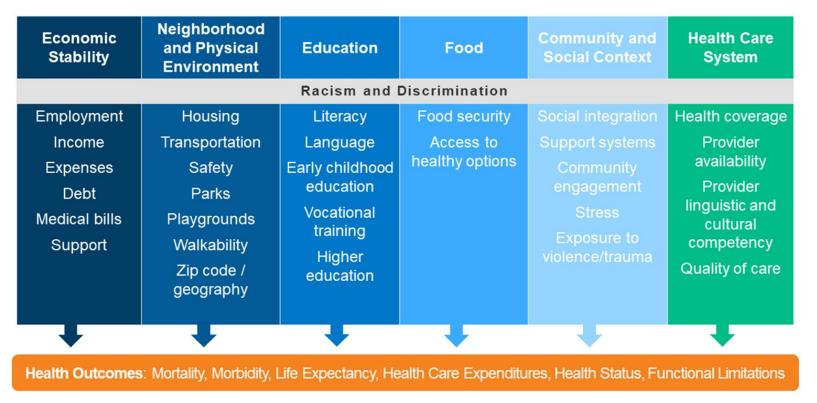
- Social disparities
  - People are busy and if they have 2 or 3 jobs to survive, they are going to choose food over rent and rent over health
- Research has been focused on what answers are needed when it should be focused on what questions should be asked
- Your zip code makes a bigger difference in your healthcare than your DNA code







#### Social and Economic Factors Drive Health Outcomes



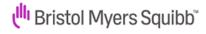




**Resources from the Working Group** 

- Health Equity in the Finger Lakes Region
- Engaging Black Churches to Address Cancer Health Disparities: Project CHURCH
- Eliminating Disparities in Clinical Trials (EDICT) PROJECT
- <u>TransForm Integrated Community Care</u>
- Racial Disparities in Health
- <u>Common Ground Health Insights</u>







# Join Us for the Next Working Group Session

#### Thursday, May 13, 2021 12:00-1:30pm ET



