



# JOURNEY TO BETTER HEALTH MOBILE EXHIBIT

Summary Report of Survey Results

JANUARY 2024



# PROJECT BACKGROUND

This project was supported by the Food and Drug Administration (FDA) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$490,828 with 100 percent funded by FDA/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by FDA/HHS, or the U.S. Government.

- The project that CISCRP developed was designed to offer and integrate educational programming and resources about clinical research into the heart of underserved communities.
- To that end, CISCRP created the *Journey to Better Health* mobile educational exhibit, a modified Recreational Vehicle (RV) that was brought to 2 cities in the United States in the Fall of 2023. Philadelphia and Baltimore were selected after a careful review of community characteristics and event schedules. In each of these cities, the RV was parked at three large community events, and community members were invited to view the exhibit and engage with accompanying Community Educators and CISCRP staff.

Travelled to  
6 Community  
Events





# EXHIBIT WALK- THROUGH

Visitors learned about the importance of clinical research, the stages of a trial, and why diversity matters.



# SURVEY METHODS OVERVIEW

In order to assess the impact of the *Journey to Better Health* mobile educational exhibit on community members' knowledge/perceptions of and behaviors related to clinical research, three separate online surveys were administered to exhibit visitors.



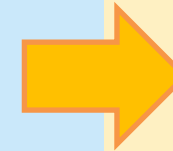
## SURVEY #1 (PRE-EXHIBIT)

- Person arrives at mobile exhibit
- Asked to complete Survey #1 on phone or provided tablet before boarding
- Enter email address (serves as unique identifier and to receive the 3<sup>rd</sup> survey)



## SURVEY #2 (IMMEDIATE POST-EXHIBIT)

- Asked to complete Survey #2 on phone or provided tablet upon exiting
- Enter email address (serves as unique identifier and to receive the 3<sup>rd</sup> survey)



4 weeks  
later



## SURVEY #3 (FOUR WEEKS POST-EXHIBIT)

- Receives email asking to complete Survey #3 one month later
- Completes Survey #3, which asks them to enter their email (linking their response back to Surveys #1 & #2)



Completing the surveys was optional, but highly encouraged.

As a token of appreciation, people who completed the surveys received a gift card.

# SURVEY RESPONSE SUMMARY

## Aggregated

SURVEY #1 (PRE-EXHIBIT)

SURVEY #2 (POST-EXHIBIT)

SURVEY #3 (4 WEEKS POST-EXHIBIT)

## FINAL SAMPLE SIZE

*(Matched participant responses\*)*

**355**

Total Responses: 373

**355**

Total Responses: 390

**103**

Total Responses: 105

## Baltimore

		Total	Event #1: Coppin State Pop-up	Event #2: Fell's Point Fun Festival	Event #3: Farmers' Market
Total Responses	Survey #1 Survey #2 Survey #3	n=293 n=309 n=86	n=119 n=121 n=32	n=109 n=122 n=37	n=65 n=66 n=17
Final Sample Size <i>(Matched participant responses*)</i>	Survey #1 Survey #2 Survey #3	n=280 n=280 n=84	n=114 n=114 n=31	n=105 n=105 n=36	n=61 n=61 n=17

## Philadelphia

		Total	Event #1: Senior Fair	Event #2: Hispanic Heritage Month	Event #3: Puerto Rican Day Parade
Total Responses	Survey #1 Survey #2 Survey #3	n=80 n=81 n=19	n=26 n=26 n=6	n=17 n=18 n=0	n=37 n=37 n=13
Final Sample Size <i>(Matched participant responses*)</i>	Survey #1 Survey #2 Survey #3	n=75 n=75 n=19	n=25 n=25 n=6	n=16 n=16 n=0	n=34 n=34 n=13

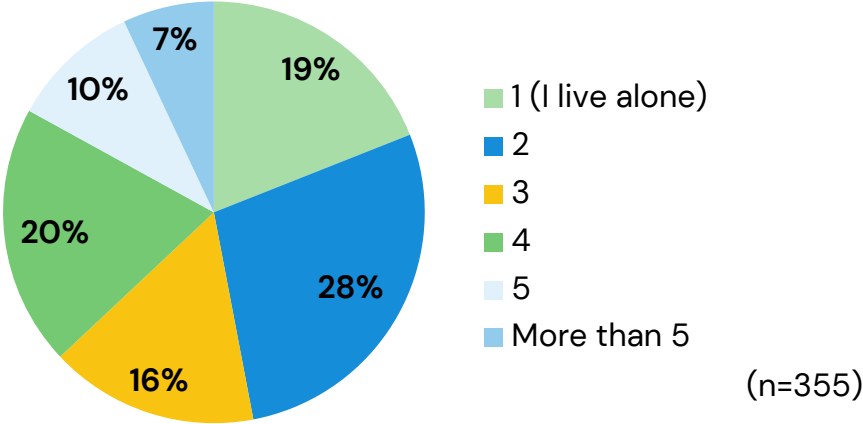
\*Surveys from the same respondent were matched across the three surveys to assess any changes in perceptions.

# RESPONDENT PROFILE - OVERALL

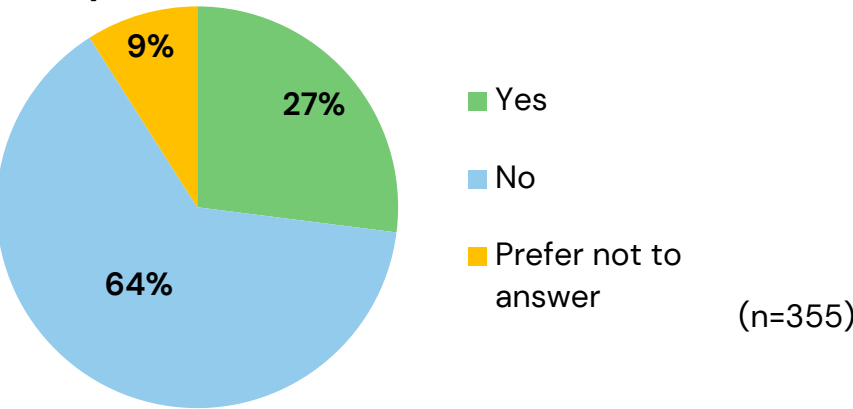
NOTE: Detailed attendee profiles by city can be found in Appendix.

\*Excludes 'Prefer not to answer' responses **n=355**; some figures may not add up to 100% due to rounding

Including yourself, how many people currently live in your household?



Do you have a medical condition?



Gender	Female Male Gender Variant/Non-conforming	n=236 (68%) n=108 (31%) n=3 (1%)
Age	18 – 34 years old 35 – 44 years old 45 – 54 years old 55 – 64 years old 65 – 74 years old 75 years old or older	n=207 (58%) n=42 (12%) n=37 (10%) n=33 (9%) n=28 (8%) n=8 (2%)
Race (% mentions)	White Black or African American Asian American Indian or Alaska Native Native Hawaiian or Other Pacific Islander Unknown	38% 49% 10% 2% 1% 4%
Ethnicity	Non-Hispanic or Latino Hispanic or Latino Missing/Unknown	n=214 (70%) n=53 (17%) n=39 (13%)
Education	No Schooling or Primary Education Only Some High School or High School Graduate Technical or Trade School Some College 2- or 4-year College Degree Post-Graduate or Professional Degree	n=11 (3%) n=93 (27%) n=7 (2%) n=76 (22%) n=96 (28%) n=63 (19%)



# EXECUTIVE SUMMARY

**The *Journey to Better Health* mobile exhibit educated visitors about clinical research.**

- While 44% of visitors reported understanding clinical research “Very well” before boarding the exhibit, the same measure climbed to 56% immediately after the visit and this proportion continued to increase one month after the event.
- While 32% of visitors perceived clinical research to be “Very safe” prior to their visit, this proportion increased to 37% immediately post-exhibit and endured one month after the event.
- While 40% of visitors were aware of trial opportunities prior to the mobile exhibit, this measure increased to half one month after the event.

**The exhibit attracted a diverse crowd—close to half of visitors identified as Black or African American, 10% identified as Asian, and 17% were Hispanic or Latino.**

- Visitors skewed female and tended to be younger, with over half reporting some college education or less (including 30% reporting high school or less).

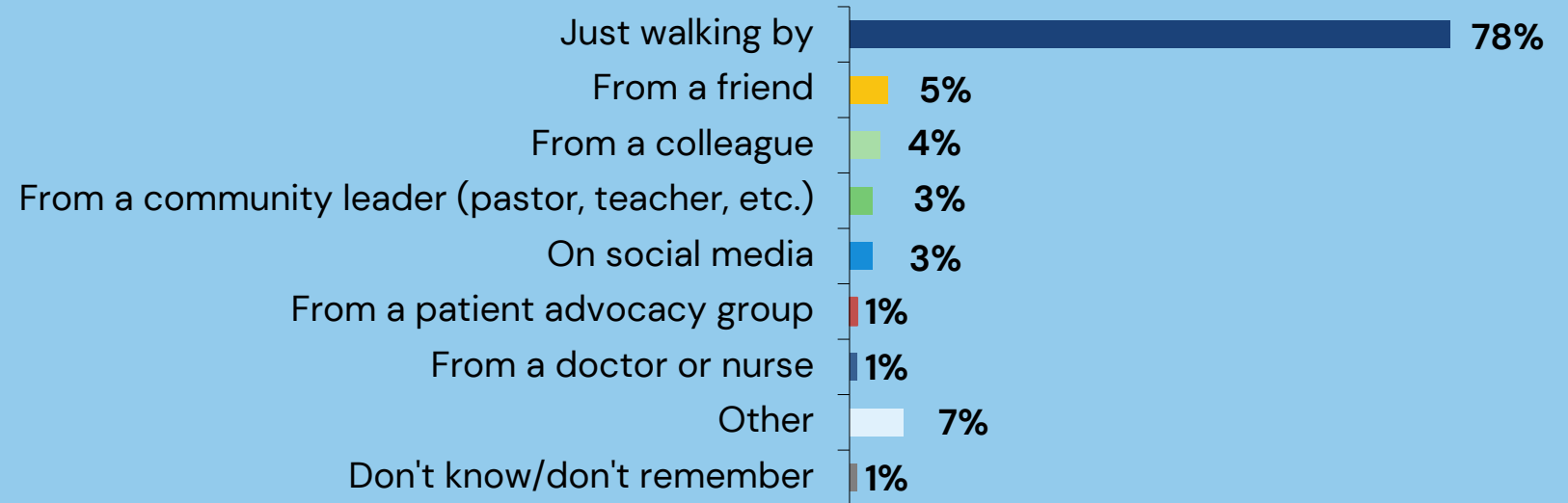
**The exhibit additionally increased interest in learning more and taking next steps to become involved.**

- 30% of visitors reported being very interested in learning more about clinical research before the exhibit, the same figure jumped to 40% immediately following their visit.
- The majority reported being likely to discuss research with others (79%), search for clinical trials online (67%), participate in an advisory board (69%) and/or enroll in a clinical trial (65%) following their experience with the exhibit.
- The mobile exhibit also increased confidence in taking the next step to learn more about clinical research—40% of visitors indicated being “Very confident” taking next steps immediately following the exhibit. This confidence was maintained a month later as well.
- The mobile exhibit promoted conversation long after the event—over half of visitors reported talking to family and friends about clinical research one month later.

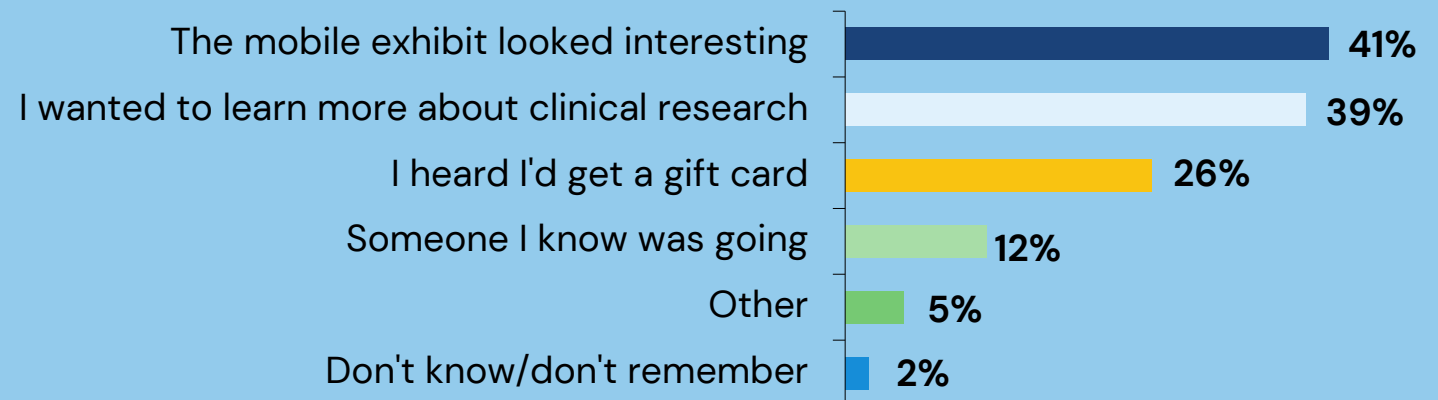
# BECOMING AWARE OF THE MOBILE EXHIBIT

Most became aware of the mobile exhibit by just walking by—primary reasons for the visit included because the exhibit looked interesting, followed closely by wanting to learn more about clinical research.

## How did you hear about this mobile exhibit? (% mentions)



## Why did you come to the mobile exhibit? (% mentions)



(n=355)

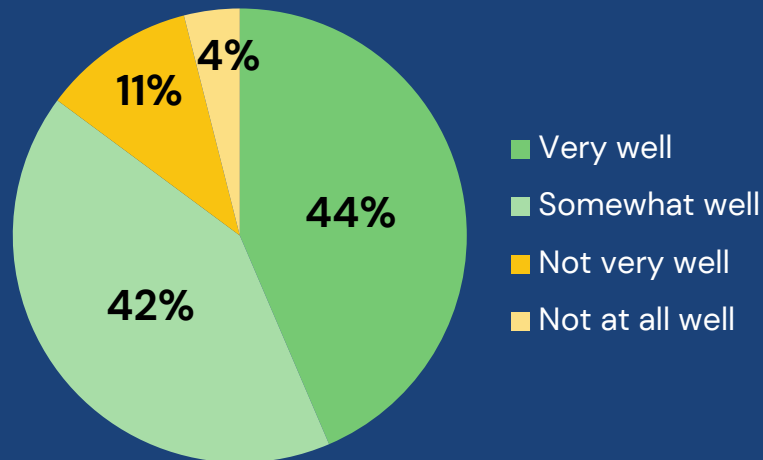


# UNDERSTANDING OF CLINICAL RESEARCH

The mobile exhibit increased understanding of clinical research. While 44% of visitors reported understanding the term “Very well” before boarding the RV, the same measure climbed to 56% immediately after the visit and this increased further one month after the event.

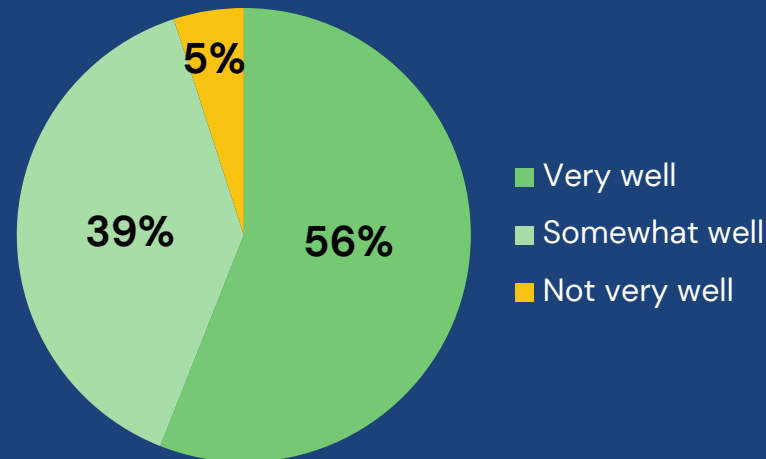
How well do you understand the term “clinical research study,” also known as a “clinical trial”?

**SURVEY #1 – PRE-EXHIBIT**



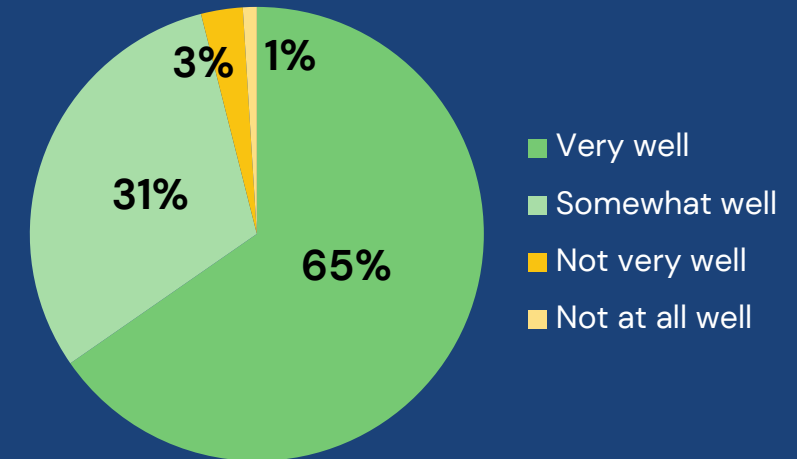
(n=103)\*

**SURVEY #2 – IMMEDIATE POST-EXHIBIT**



(n=103)\*

**SURVEY #3 – FOUR WEEKS POST-EXHIBIT**



(n=103)\*

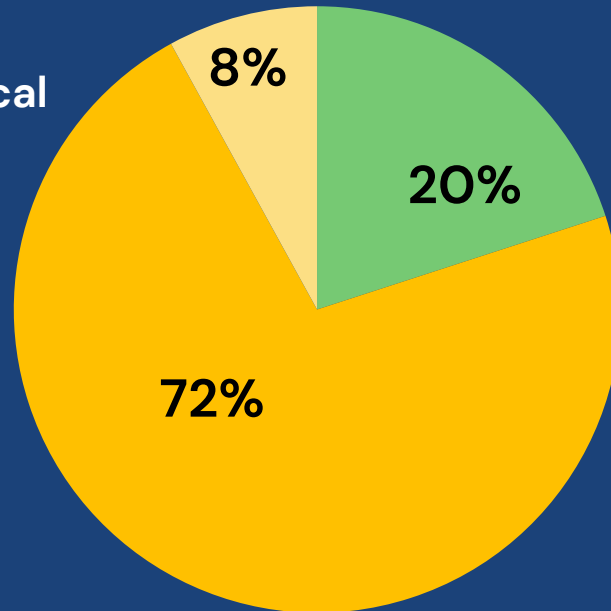
\*Data shown for Surveys #1, #2, and #3 consists of matched participant responses across the three surveys, n=103.

# PRIOR CLINICAL TRIAL PARTICIPATION EXPERIENCE

Most visitors had never participated in clinical research.

SURVEY #1 – PRE-EXHIBIT

Have you ever participated in (i.e., joined or enrolled) a clinical research study?



■ Yes ■ No ■ Don't remember/don't know

(n=355)

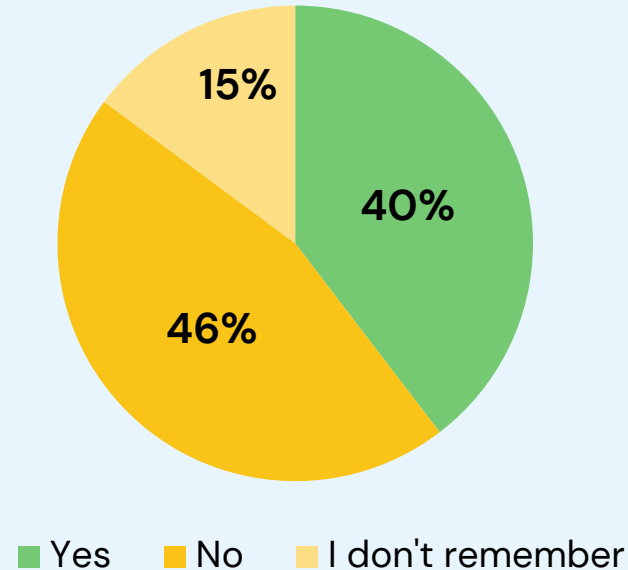


# AWARENESS OF CLINICAL TRIAL OPPORTUNITIES

The mobile exhibit enhanced awareness. While 40% of visitors were aware of trial opportunities prior to the mobile exhibit, this measure increased to half one month after the event.

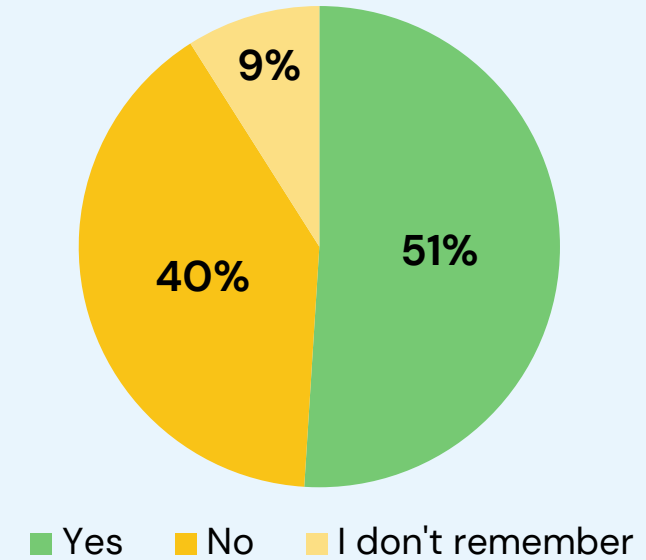
In the last month, do you remember seeing/hearing about a clinical research study looking for volunteers (patients)?

SURVEY #1 – PRE-EXHIBIT



(n=103)\*

SURVEY #3 – FOUR WEEKS POST-EXHIBIT



(n=103)\*

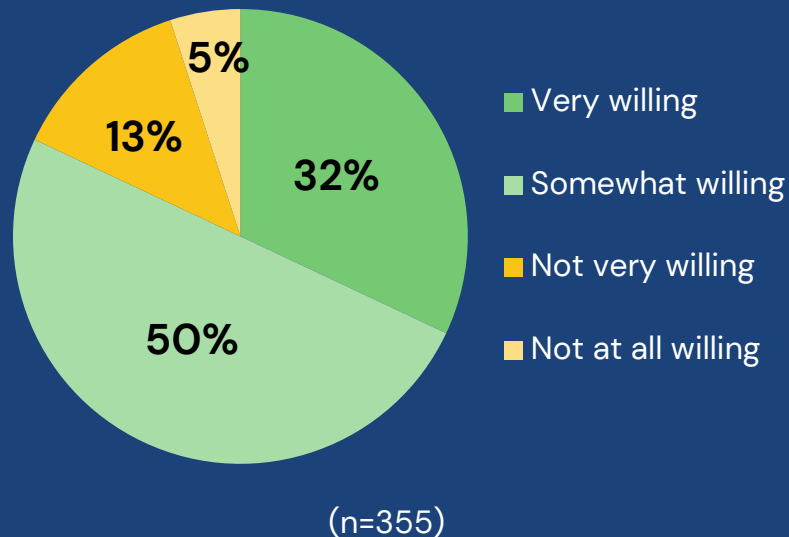
\*Data shown for Surveys #1 and #3 consists of matched participant responses across the two surveys, n=103.

# WILLINGNESS TO PARTICIPATE

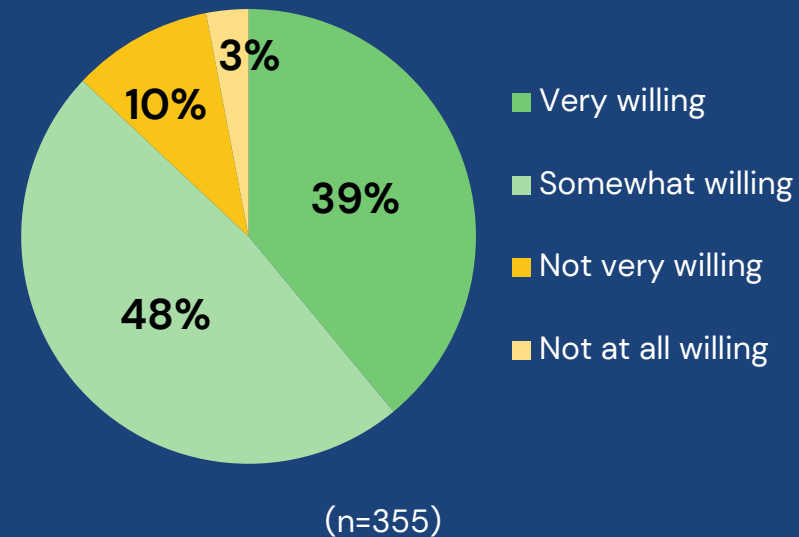
The mobile exhibit increased willingness to participate in a study. While 32% were “Very willing” to participate prior to the visit, this proportion increased to 39% immediately following the visit.

In general, how willing would you be to participate in a clinical research study?

**SURVEY #1 – PRE-EXHIBIT**



**SURVEY #2 – IMMEDIATE POST-EXHIBIT**



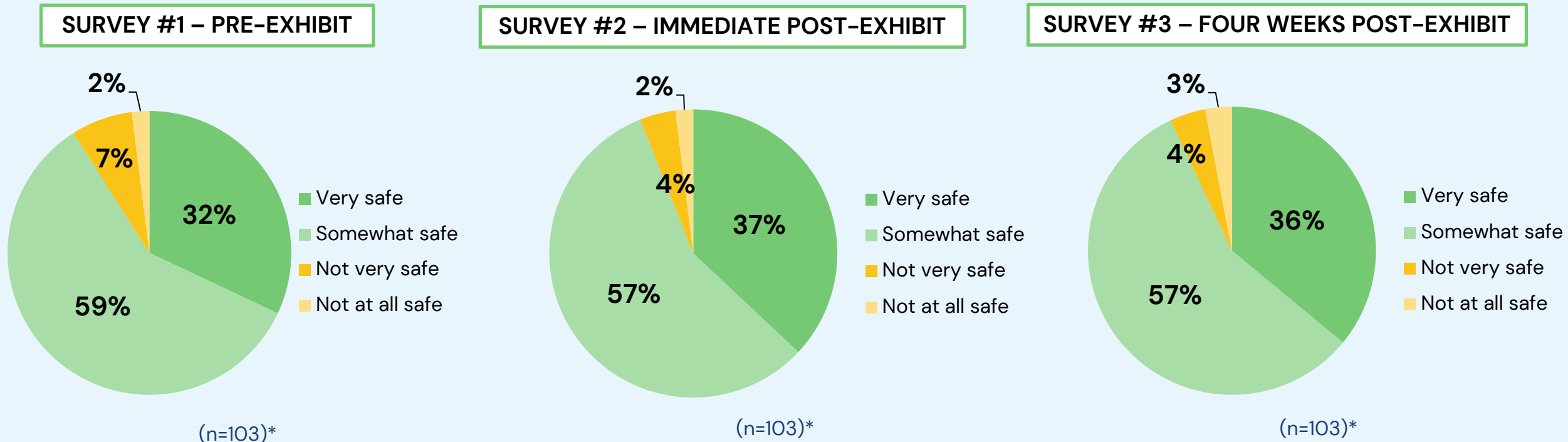
*\*Data shown for Surveys #1 and #2 consists of matched participant responses across the two surveys, n=355.*



# SAFETY PERCEPTIONS

Perceptions of safety also increased after a visit to the mobile exhibit. While 32% of visitors perceived clinical research to be “Very safe” prior to their visit, this proportion increased to 37% immediately post-exhibit and endured one month after the event.

In your opinion, how safe are clinical research studies?



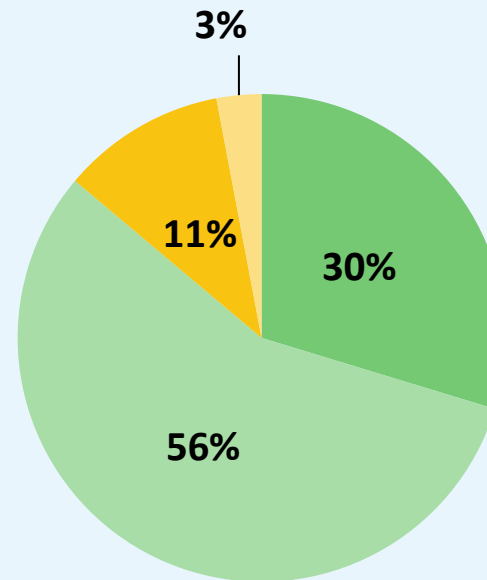
\*Data shown for Surveys #1, #2, and #3 consists of matched participant responses across the three surveys, n=103.

How interested, if at all, are you in learning more about clinical research?

# INTEREST IN LEARNING MORE ABOUT CLINICAL RESEARCH

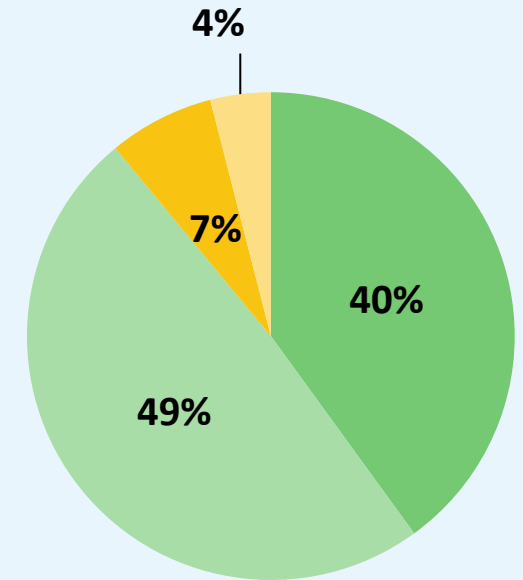
The mobile exhibit peaked interest in learning more about clinical research—30% of visitors reported being very interested in learning more before the exhibit. The same figure jumped to 40% immediately following their visit.

SURVEY #1 – PRE-EXHIBIT



- Very interested
- Somewhat interested
- Not very interested
- Not at all interested

SURVEY #2 – IMMEDIATE POST-EXHIBIT



- Very interested
- Somewhat interested
- Not very interested
- Not at all interested

(n=355)

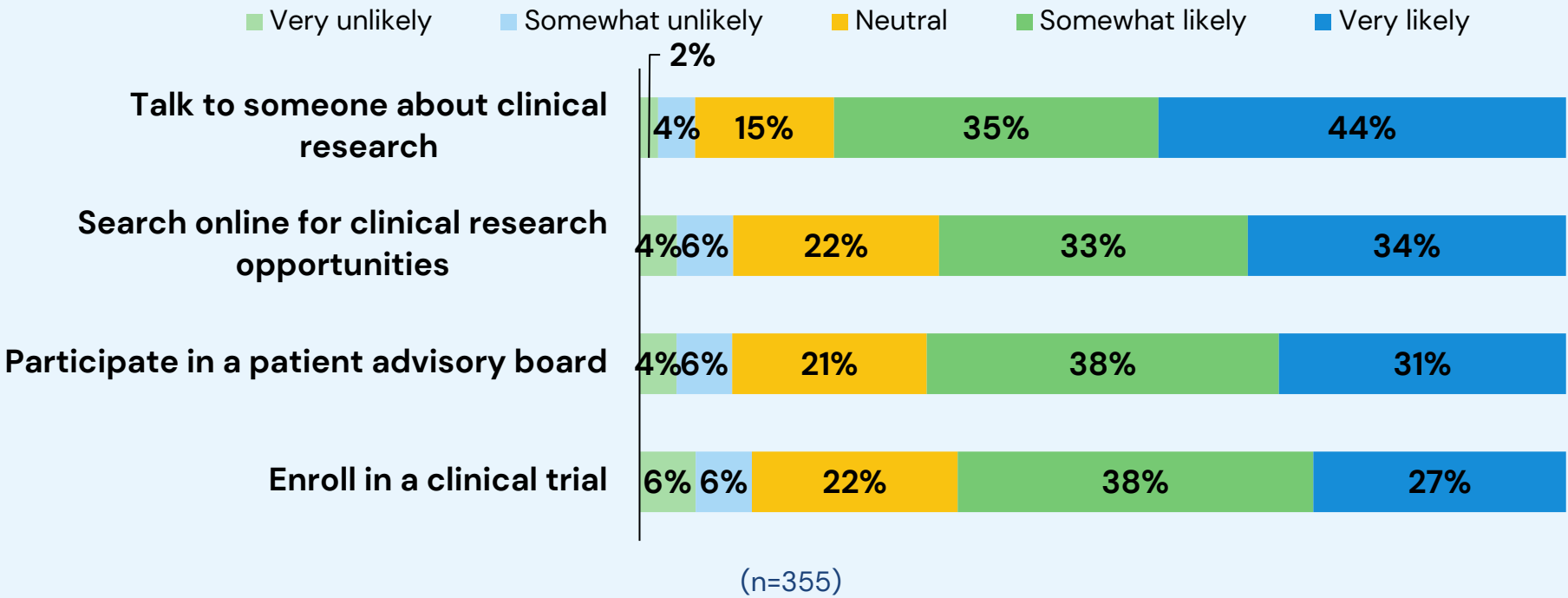
\*Data shown for Surveys #1 and #2 consists of matched participant responses across the two surveys, n=355.

# NEXT STEPS AFTER VISITING MOBILE EXHIBIT

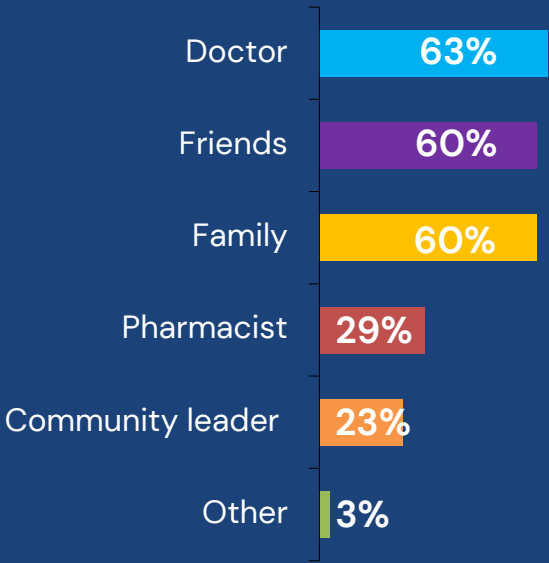
The mobile exhibit informed and increased likelihood to consider taking steps after their visit. The majority reported being likely to discuss research with others, search online, participate in an advisory board and/or enroll in a clinical trial.

## SURVEY #2 – IMMEDIATE POST-EXHIBIT

Since experiencing this mobile exhibit, how likely are you to do the following?  
(% mentions)



## Who would you talk to about clinical research? (% mentions)



(n=282) | Base: Those who are 'Very likely' or 'Somewhat likely' to talk to someone about clinical research

# NEXT STEPS AFTER VISITING MOBILE EXHIBIT

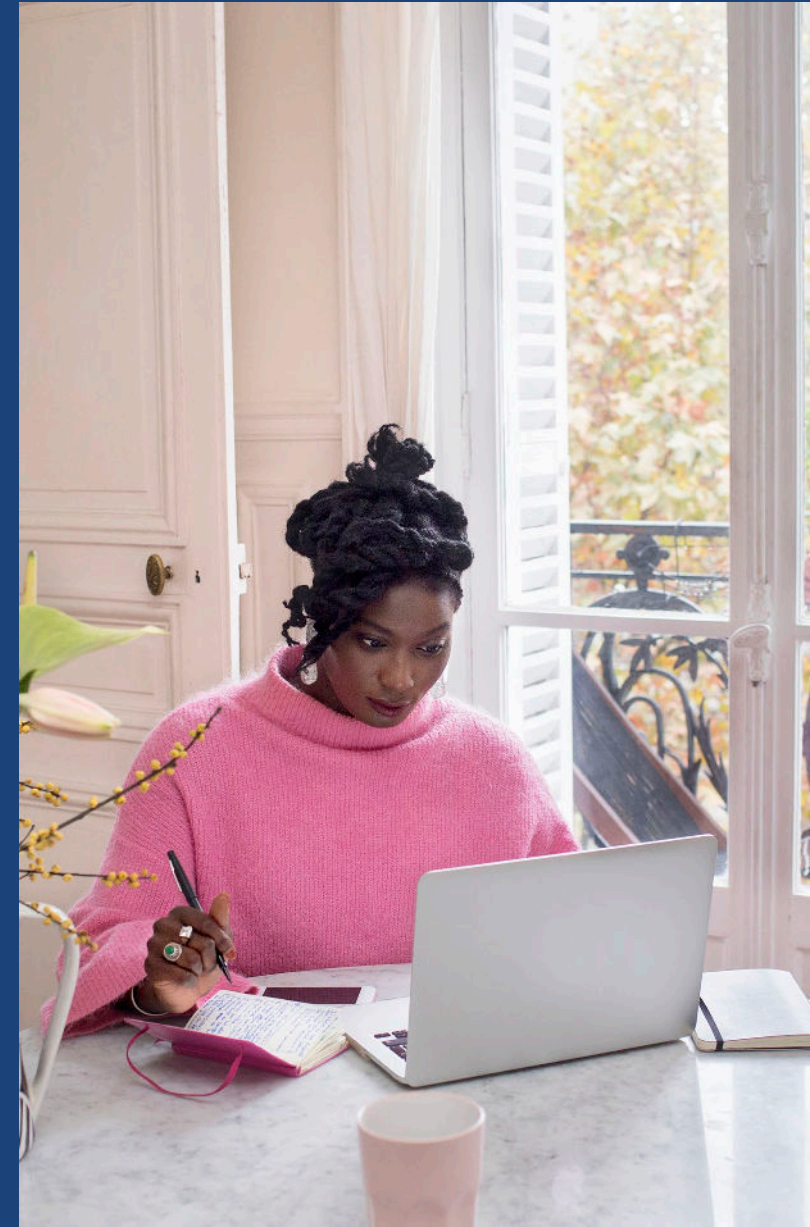
The mobile exhibit promoted conversation long after the event. Over half of visitors reported talking to family and friends one month later.

## SURVEY #3 – FOUR WEEKS POST-EXHIBIT

Since visiting the mobile exhibit, please select actions you have taken (if any):  
(% mentions)



(n=103)





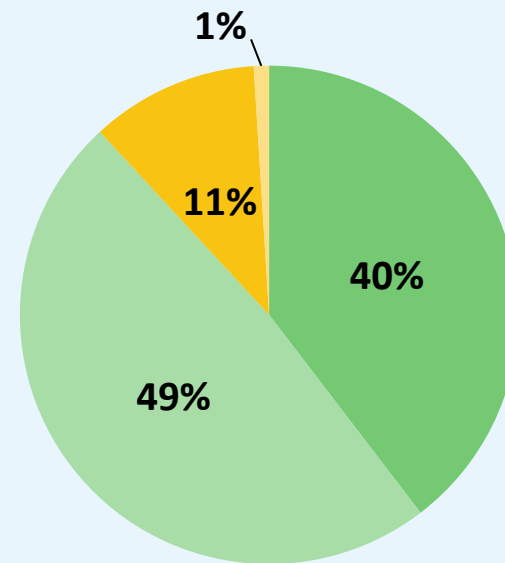
How confident are you in taking the next step to learn more about and/or enroll in a clinical research study? (% mentions)

# NEXT STEPS AFTER VISITING MOBILE EXHIBIT

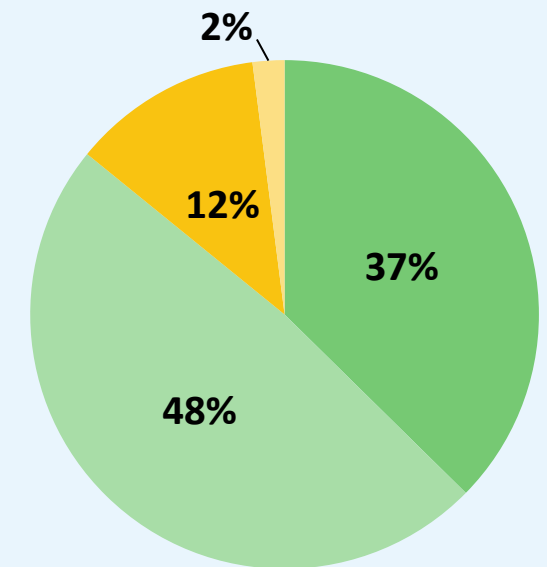
The mobile exhibit also increased confidence in taking the next step to learn more about clinical research—40% of visitors indicated being “Very confident” immediately following the exhibit.

SURVEY #2 – IMMEDIATE POST-EXHIBIT

SURVEY #3 – FOUR WEEKS POST-EXHIBIT



- Very confident
- Somewhat confident
- Not very confident
- Not at all confident



- Very confident
- Somewhat confident
- Not very confident
- Not at all confident

(n=103)\*

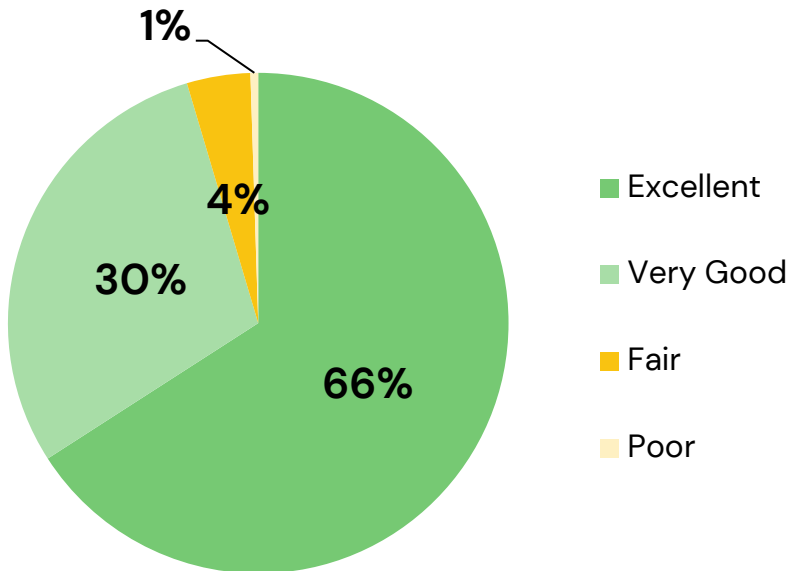
\*Data shown for Surveys #2 and #3 consists of matched participant responses across the two surveys, n=103.

# OVERALL EXPERIENCE VISITING MOBILE EXHIBIT

Overall experiences visiting the mobile exhibit were very positive—66% of visitors rated the experience as “Excellent” with most enjoying the interactions with staff and the overall atmosphere the most.

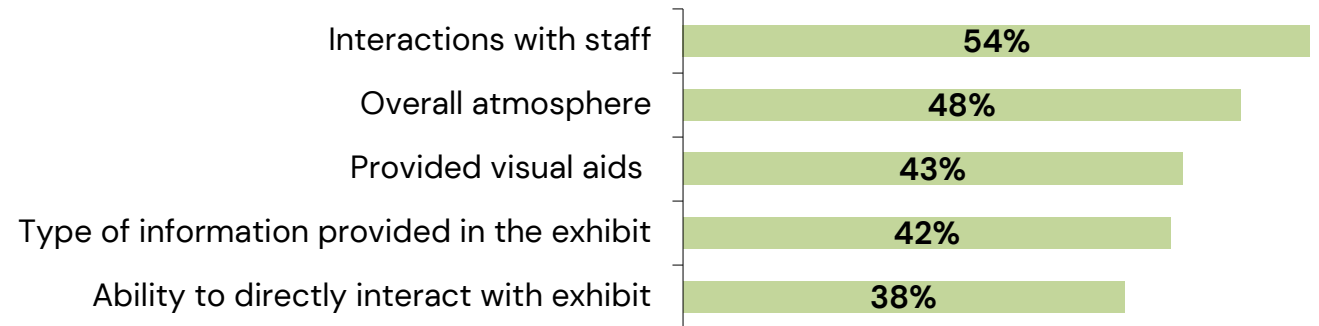
## SURVEY #2 – IMMEDIATE POST-EXHIBIT

Overall, how would you rate your experience visiting the mobile exhibit?

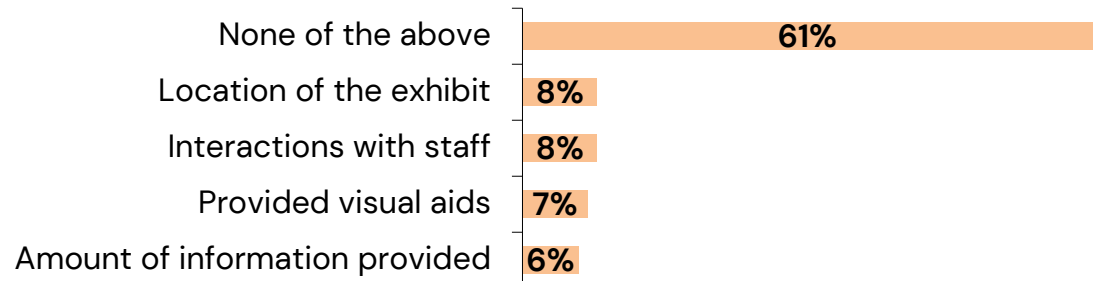


(n=390) | Base: All Survey #2 Respondents

## What did you like the most about the mobile exhibit? (% mentions)



## What did you like the least about the mobile exhibit? (% mentions)

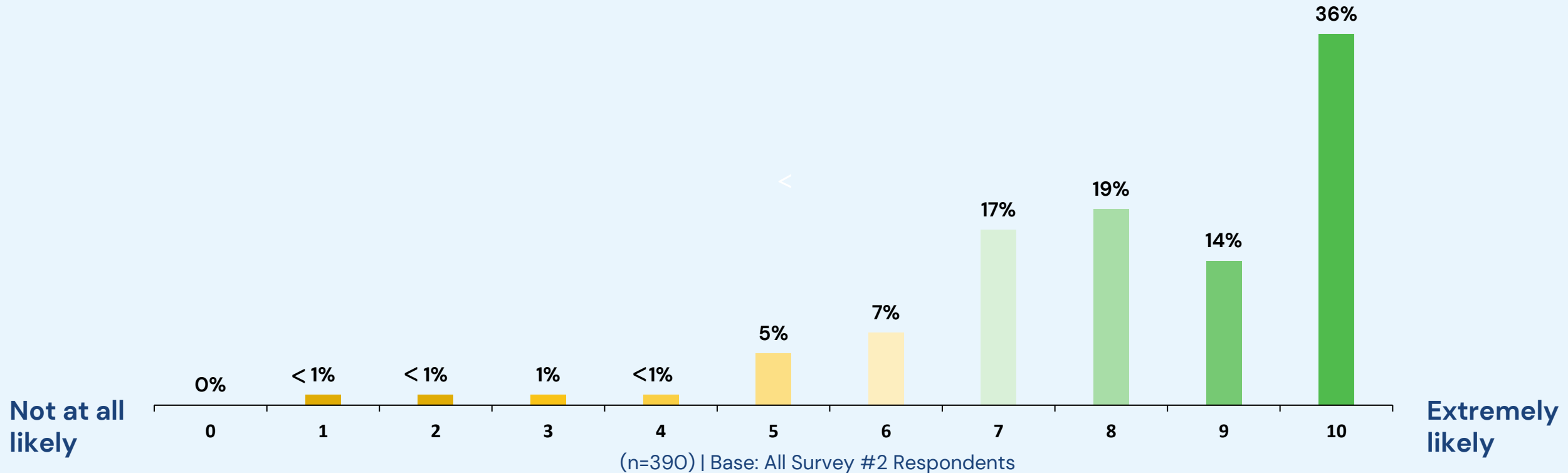


# LIKELIHOOD TO RECOMMEND VISITING MOBILE EXHIBIT

Most would recommend a visit to the mobile exhibit to their family and friends.

## SURVEY #2 – IMMEDIATE POST-EXHIBIT

How likely are you to recommend the mobile exhibit to your friends and family on a scale of 0 to 10 (0 being 'Not at all likely', and 10 being 'Extremely likely')?





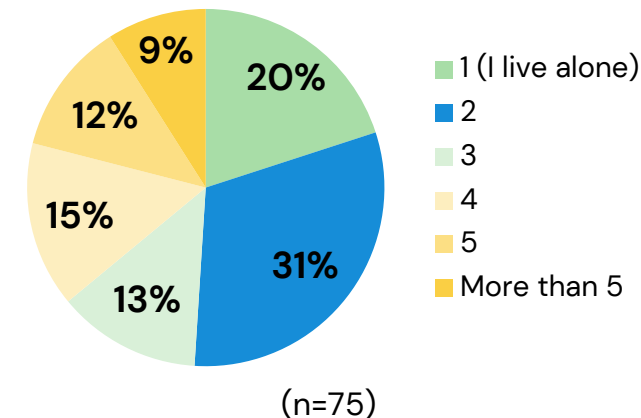
# APPENDIX



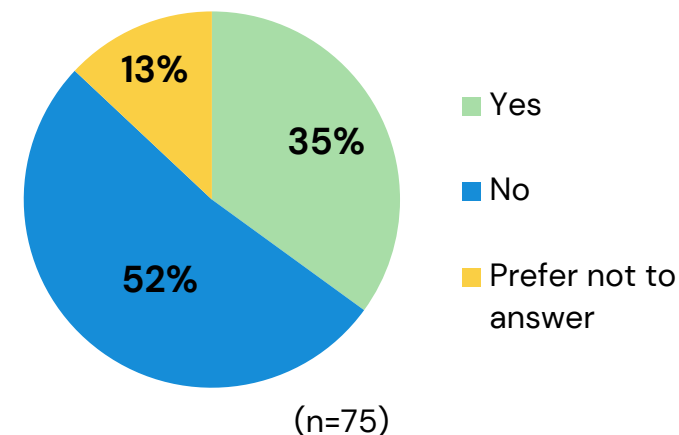
# RESPONDENT PROFILE – PHILADELPHIA

		Total (n=75)	Event #1: Senior Fair (n=25)	Event #2: Hispanic Heritage Month (n=16)	Event #3: Puerto Rican Day Parade (n=34)
Gender	Female	n=55 (75%)	n=20 (83%)	n=15 (94%)	n=20 (61%)
	Male	n=18 (25%)	n=4 (17%)	n=1 (6%)	n=13 (39%)
	Gender Variant/Non-conforming	n=0 (0%)	n=0 (0%)	n=0 (0%)	n=0 (0%)
Age	18 – 34 years old	n=23 (31%)	n=0 (0%)	n=4 (25%)	n=19 (56%)
	35 – 44 years old	n=15 (20%)	n=0 (0%)	n=6 (38%)	n=9 (26%)
	45 – 54 years old	n=6 (8%)	n=1 (4%)	n=4 (25%)	n=1 (3%)
	55 – 64 years old	n=10 (13%)	n=5 (20%)	n=2 (13%)	n=3 (9%)
	65 – 74 years old	n=15 (20%)	n=14 (56%)	n=0 (0%)	n=1 (3%)
	75 years old or older	n=6 (8%)	n=5 (20%)	n=0 (0%)	n=1 (3%)
Race (% mentions)	White	69%	91%	44%	60%
	Black or African American	13%	0%	33%	17%
	Asian	10%	9%	0%	13%
	American Indian or Alaska Native	2%	0%	11%	0%
	Native Hawaiian or other Pacific Islander	3%	0%	11%	3%
	Missing/Unkown	10%	0%	13%	13%
Ethnicity	Not Hispanic/Latino	n=27 (40%)	n=18 (90%)	n=1 (6%)	n=8 (26%)
	Hispanic/Latino	n=34 (51%)	n=1 (5%)	n=13 (81%)	n=20 (65%)
	Missing/Unkown	n=6 (9%)	n=1 (5%)	n=2 (13%)	n=3 (10%)
Education	No Schooling or Primary Education Only	n=6 (8%)	n=0 (0%)	n=4 (28%)	n=2 (6%)
	Some High School or High School	n=20 (28%)	n=7 (28%)	n=7 (50%)	n=6 (18%)
	Graduate	n=1 (1%)	n=0 (0%)	n=0 (0%)	n=1 (3%)
	Technical or Trade School	n=11 (15%)	n=4 (16%)	n=1 (7%)	n=6 (19%)
	Some College	n=23 (32%)	n=11 (44%)	n=1 (7%)	n=11 (34%)
	2- or 4-year College Degree	n=10 (14%)	n=3 (12%)	n=1 (7%)	n=6 (19%)
	Post-Graduate or Professional Degree				

Including yourself, how many people currently live in your household?



Do you have a medical condition?

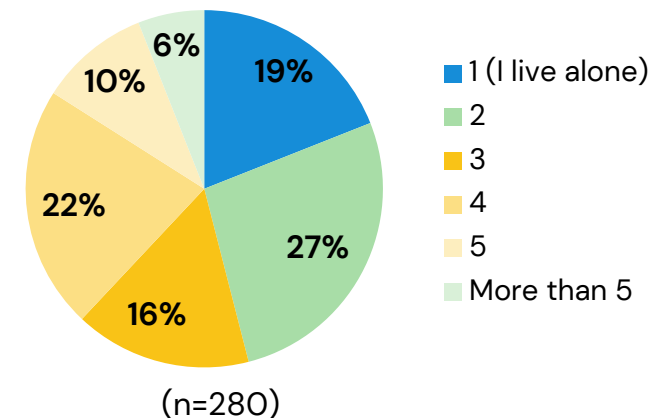


NOTE: Excludes 'Prefer not to answer' responses, some figures may not add up to 100% due to rounding

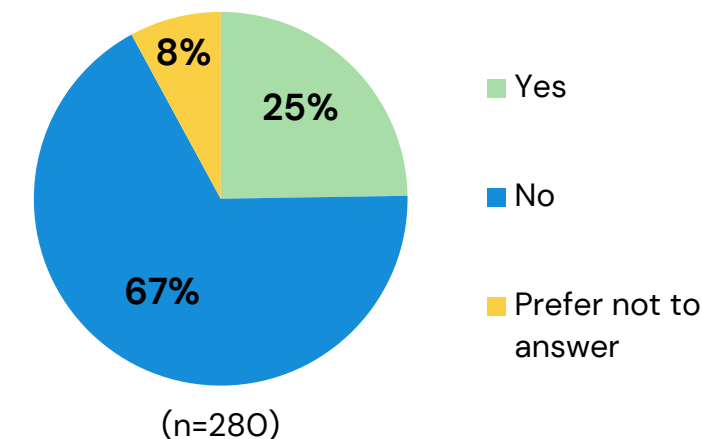
# RESPONDENT PROFILE – BALTIMORE

		Total (n=280)	Event #1: Coppin State Pop- Up (n=114)	Event #2: Fell's Point Fun Festival (n=105)	Event #3: Farmers' Market (n=61)
Gender	Female	n=181 (66%)	n=73 (65%)	n=64 (63%)	n=44 (73%)
	Male	n=90 (33%)	n=37 (33%)	n=37 (36%)	n=16 (27%)
	Gender Variant/Non-conforming	n=3 (1%)	n=2 (2%)	n=1 (1%)	n=0 (0%)
Age	18 – 34 years old	n=184 (66%)	n=105 (92%)	n=65 (62%)	n=14 (23%)
	35 – 44 years old	n=27 (10%)	n=2 (2%)	n=16 (15%)	n=9 (15%)
	45 – 54 years old	n=31 (11%)	n=5 (4%)	n=9 (9%)	n=17 (28%)
	55 – 64 years old	n=23 (8%)	n=2 (2%)	n=11 (10%)	n=10 (16%)
	65 – 74 years old	n=13 (5%)	n=0 (0%)	n=4 (4%)	n=9 (15%)
	75 years old or older	n=2 (1%)	n=0 (0%)	n=0 (0%)	n=2 (3%)
Race (% mentions)	White	31%	7%	59%	29%
	Black or African American	58%	92%	15%	65%
	Asian	10%	2%	20%	7%
	American Indian or Alaska Native	2%	1%	3%	2%
	Native Hawaiian or other Pacific Islander	0%	0%	0%	2%
	Missing/Unkown	2%	1%	4%	2%
Ethnicity	Not Hispanic/Latino	n=187 (78%)	n=69 (68%)	n=75 (85%)	n=43 (86%)
	Hispanic/Latino	n=19 (8%)	n=11 (11%)	n=5 (6%)	n=3 (6%)
	Missing/Unkown	n=33 (14%)	n=21 (21%)	n=8 (9%)	n=4 (8%)
Education	No Schooling or Primary Education Only	n=5 (2%)	n=2 (2%)	n=5 (2%)	n=1 (2%)
	Some High School or High School	n=73 (27%)	n=49 (43%)	n=73 (27%)	n=15 (25%)
	Graduate	n=6 (2%)	n=1 (1%)	n=6 (2%)	n=3 (5%)
	Technical or Trade School	n=65 (24%)	n=41 (37%)	n=65 (24%)	n=9 (15%)
	Some College	n=73 (27%)	n=11 (10%)	n=73 (27%)	n=19 (32%)
	2- or 4-year College Degree	n=53 (20%)	n=8 (7%)	n=53 (20%)	n=13 (22%)
	Post-Graduate or Professional Degree				

Including yourself, how many people currently live in your household?



Do you have a medical condition?



NOTE: Excludes 'Prefer not to answer' responses, some figures may not add up to 100% due to rounding