



# Journey to Better Health Baltimore 2024 Survey Results

# About the Exhibit

**Journey to Better Health (JTBH)** is an outreach initiative that brings educational resources about clinical research to the heart of underserved communities by way of a traveling RV. The goal of this project is to engage diverse communities in clinical research by integrating into the community and meeting folks where they are to make this information accessible. JTBH aims to raise awareness about clinical research, address underlying barriers to participation, and increase engagement of communities that have not been appropriately represented in the clinical research process. In turn, the CISCRP team can gain a better understanding of how community-based education may affect people's attitudes and perceptions towards clinical research.



## About the Events

*In the Fall of 2024, JTBH visited four community events in Baltimore, MD:*

- Frederick Community Health Fair, October 5<sup>th</sup> - About 150 exhibit visitors
- St. Matthew's G.T.A.F. Church & Community Outreach Clinic, October 9<sup>th</sup> - About 100 exhibit visitors
- Salem United Methodist Church Food Distribution Day, October 11<sup>th</sup> - About 50 exhibit visitors
- Our Community Market, October 12<sup>th</sup> - About 50 exhibit visitors



## About the Impact Surveys

Visitors to the JTBH exhibit were asked to complete two surveys: **Survey #1** was administered **before** visitors experienced the JTBH exhibit, and **Survey #2** was provided **after** they experienced the exhibit.

In total, there were 350 estimated visitors to the JTBH exhibit across all four events, of whom 251 completed both surveys.

# Key Highlights

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*We received 251 complete, valid responses that were linked across Survey #1 and Survey #2*



- **JTBH educational exhibit highly effective in increasing levels of understanding of clinical research**
  - Strong understanding of clinical research more than doubles after viewing the exhibit compared to before viewing (from 27% understanding clinical research ‘Very well’ before the exhibit to 60% after viewing the exhibit).



- **Willingness to participate, perceptions of safety, and interest in learning more about clinical research were all positively impacted as well**
  - After visiting the JTBH exhibit, respondents were more likely to indicate high willingness to participate/believe that clinical research is ‘Very safe’/show strong interest in learning more



- **After visiting the exhibit, people generally were likely and felt confident to take steps toward learning more about clinical research/participating**



- **Respondents reported a very positive experience visiting the JTBH exhibit**
  - 98% had an ‘Excellent’ or ‘Very good’ experience
  - Information presented, interactions with CISCRP staff, and overall atmosphere were top aspects of the exhibit that visitors liked most

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# The Visitors





# Respondent Characteristics (n=251)

We received 251 complete, valid responses to Surveys #1 and #2.

Gender	Male	33%
	Female	67%
	Other/Prefer not to Answer	0%
Race <i>(Select all that apply)</i>	African American or Black	58%
	White or Caucasian	15%
	Asian	10%
	American Indian/Alaska Native	2%
	Native Hawaiian or Pacific Islander	0%
	Other/Prefer not to answer	14%
Ethnicity	Hispanic or Latino	24%
	Not Hispanic or Latino	64%
	Other/Prefer not to answer	12%
Education Level	Less than high school/GED or equivalent	33%
	High school/GED or equivalent	23%
	Technical school/Associate's Degree/Some College	21%
	Bachelor's Degree	12%
	Graduate school/Professional Degree	8%
	Prefer not to answer	3%

Age groups	18-34	15%
	35-44	17%
	45-54	19%
	55-64	26%
	65 and above	22%
Household size	I live alone	24%
	2	20%
	3	19%
	4	14%
	5	12%
	More than 5	11%
Do you have a medical condition?	Yes	42%
	No	55%
	Don't know/prefer not to answer	4%
Clinical Trial Experience <i>Have you ever participated in a clinical trial, also known as a clinical research study?</i>	Yes	20%
	No	77%
	Don't know/Don't remember	3%
Clinical Trial Awareness <i>In the last month, do you remember seeing/hearing about a clinical research study looking for volunteers (patients)?</i>	Yes	31%
	No	64%
	Don't know/Don't remember	6%

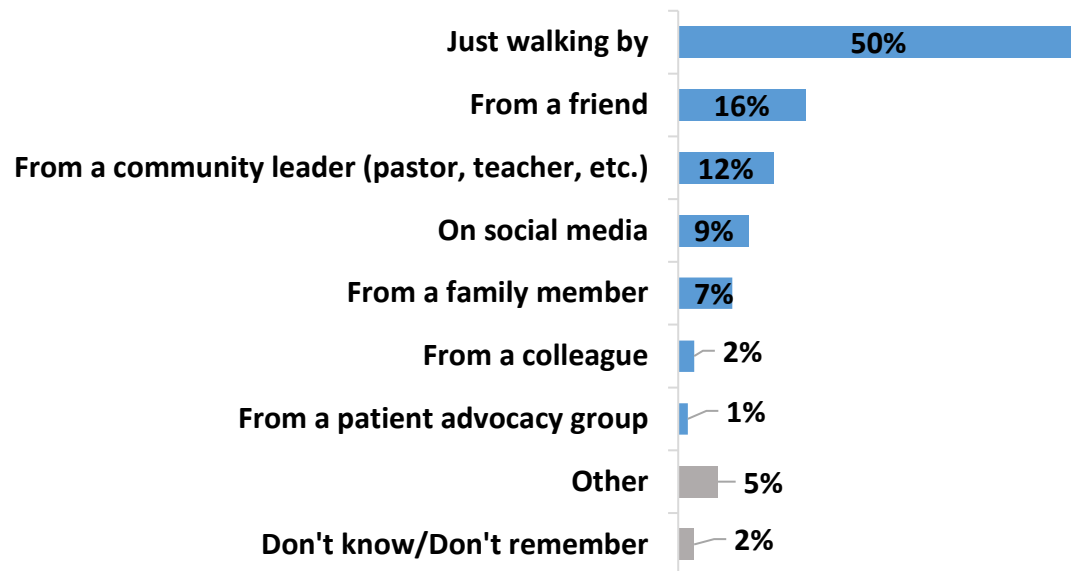
Percentages may not add to 100% due to multiple response options and/or rounding.



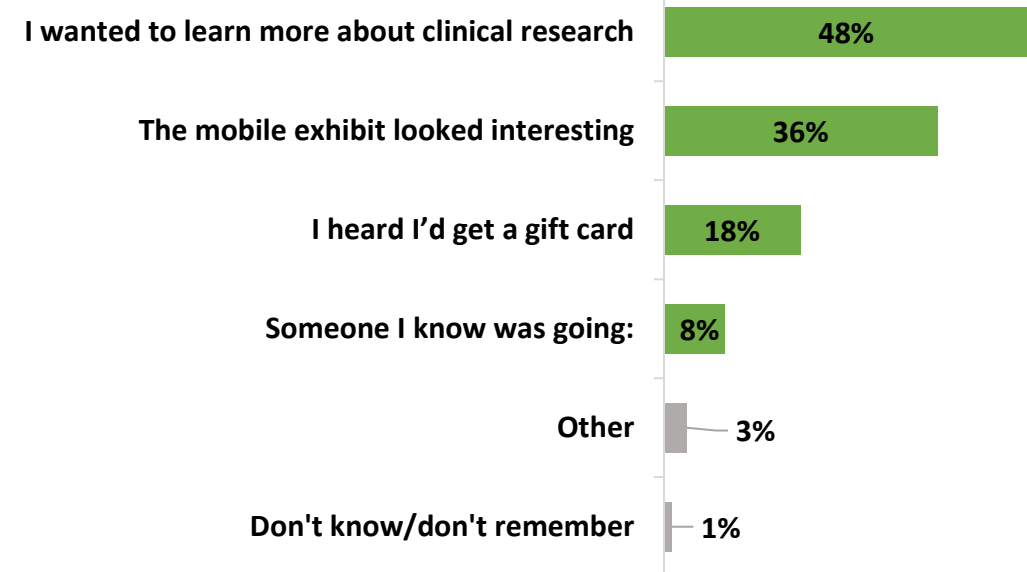
# JTBH Visitors

*Most heard about the exhibit just by walking by, and the top reasons for visiting were that they wanted to learn more about clinical research and the exhibit looked interesting.*

## *How did you hear about this mobile exhibit? (Select all that apply)*



## *Why did you come to the mobile exhibit? (Select all that apply)*





## The Impact

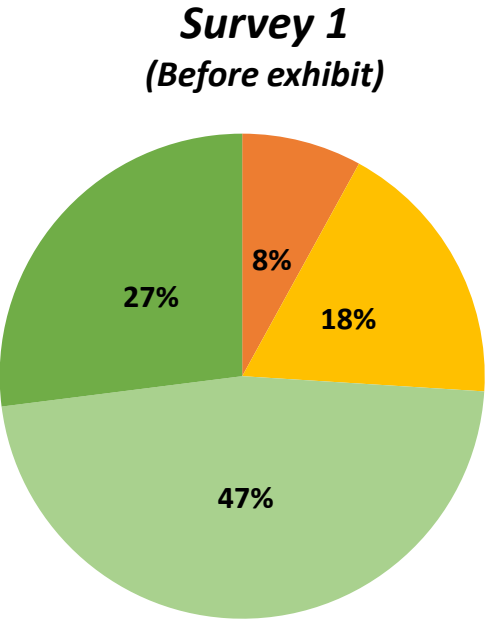




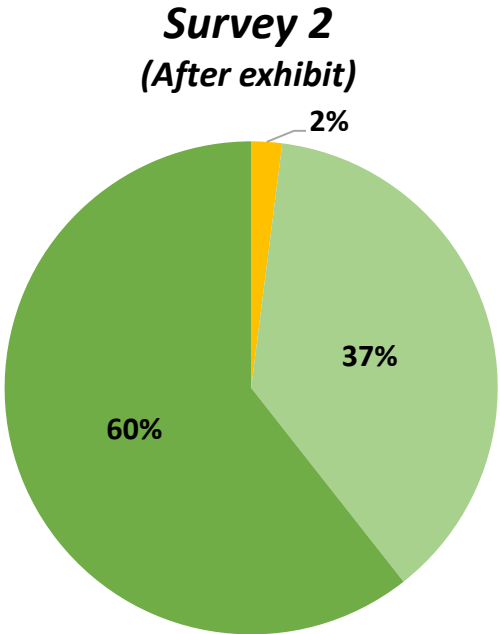
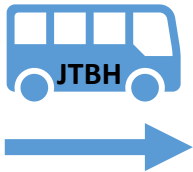
# JTBH Educational Exhibit Highly Effective in Increasing Levels of Understanding of Clinical Research

*Strong understanding of clinical research more than doubles after viewing the exhibit compared to before viewing (from 27% understanding clinical research ‘Very well’ before the exhibit to 60% after viewing the exhibit).*

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



- Not at all well
- Not very well
- Somewhat well
- Very well

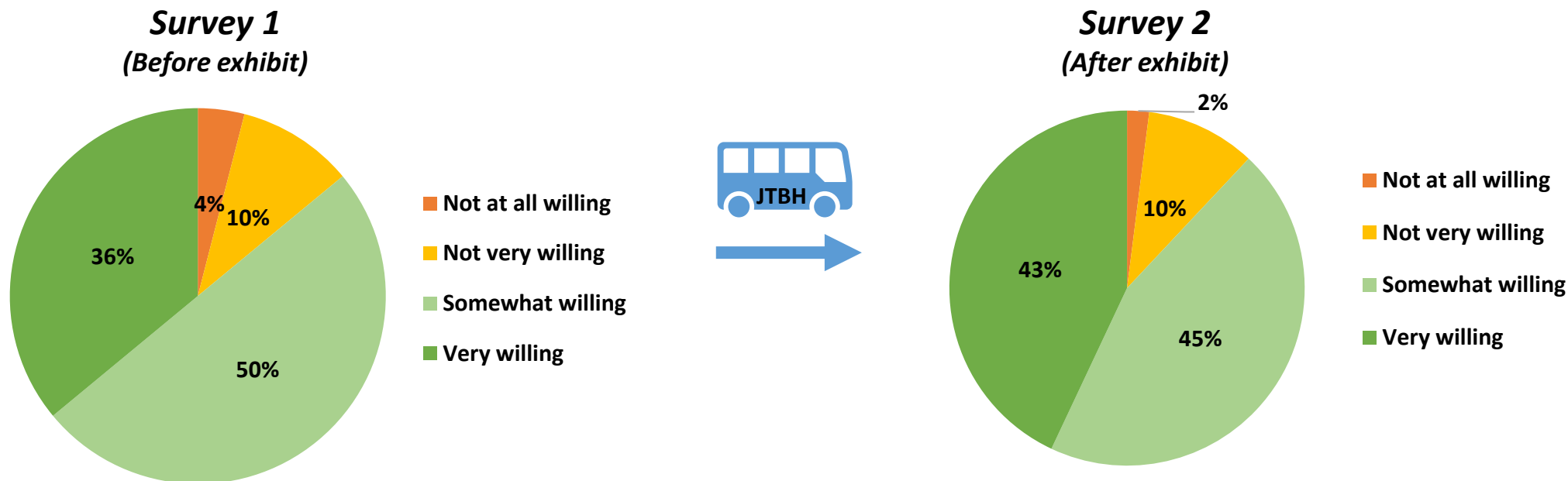


- Not at all well
- Not very well
- Somewhat well
- Very well

# JTBH May Increase Willingness to Participate

*After visiting the JTBH mobile exhibit, respondents were more likely to indicate that they were “Very willing” to participate in clinical research (43%) compared to before viewing the exhibit (36%).*

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



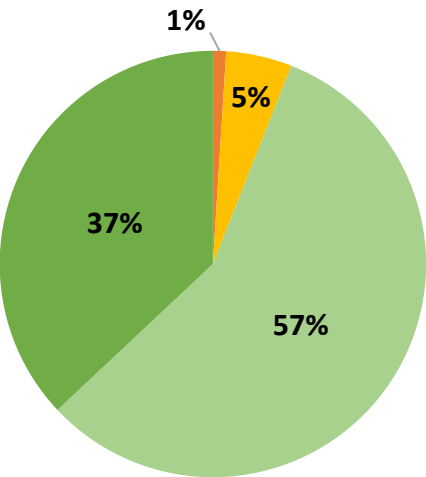
N=251 for both surveys | Base: All complete, valid responses with ID numbers that matched across both surveys  
Percentages may not add to 100% due to rounding.

# Exhibit May Also Impact Perceptions of Clinical Trial Safety

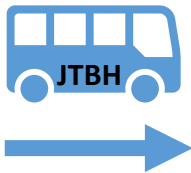
*After visiting the JTBH mobile exhibit, respondents were more likely to indicate that they believed clinical research studies to be “Very Safe” (46%) compared to before viewing the exhibit (37%).*

*In your opinion, how safe are clinical research studies?*

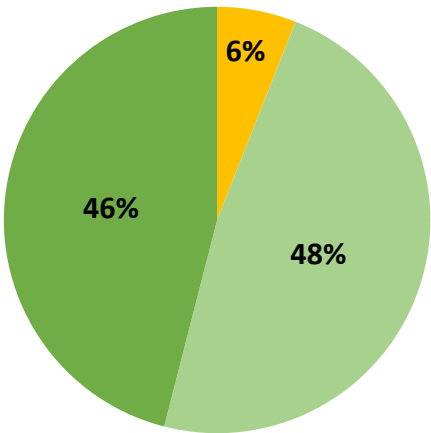
**Survey 1**  
*(Before exhibit)*



- Not at all safe
- Not very safe
- Somewhat safe
- Very safe



**Survey 2**  
*(After exhibit)*



- Not at all safe
- Not very safe
- Somewhat safe
- Very safe

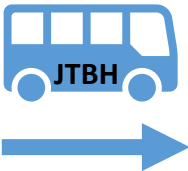
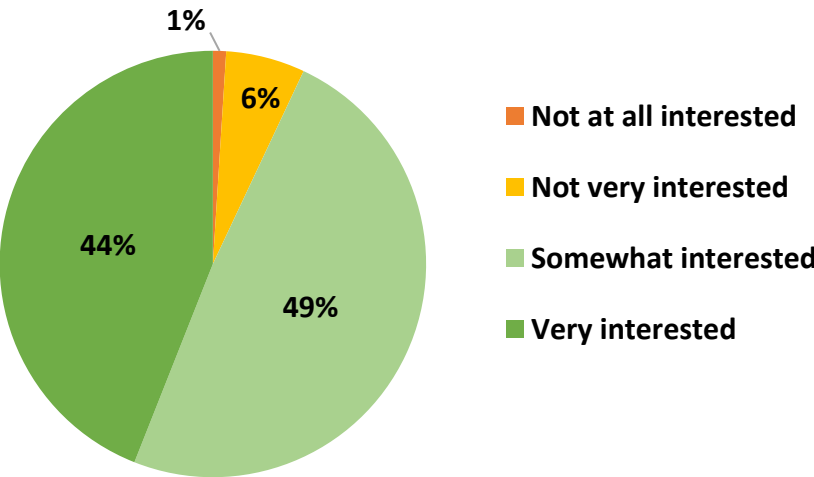


# Exhibit Raises Interest Levels in Learning More about Clinical Research

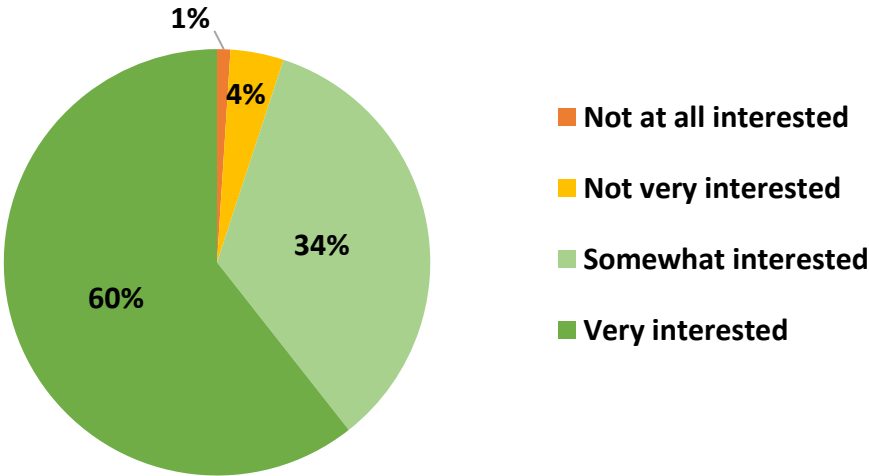
*After visiting the JTBH mobile exhibit, the majority (60%) say they are “Very interested” in learning more about clinical research.*

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

**Survey 1**  
*(Before exhibit)*



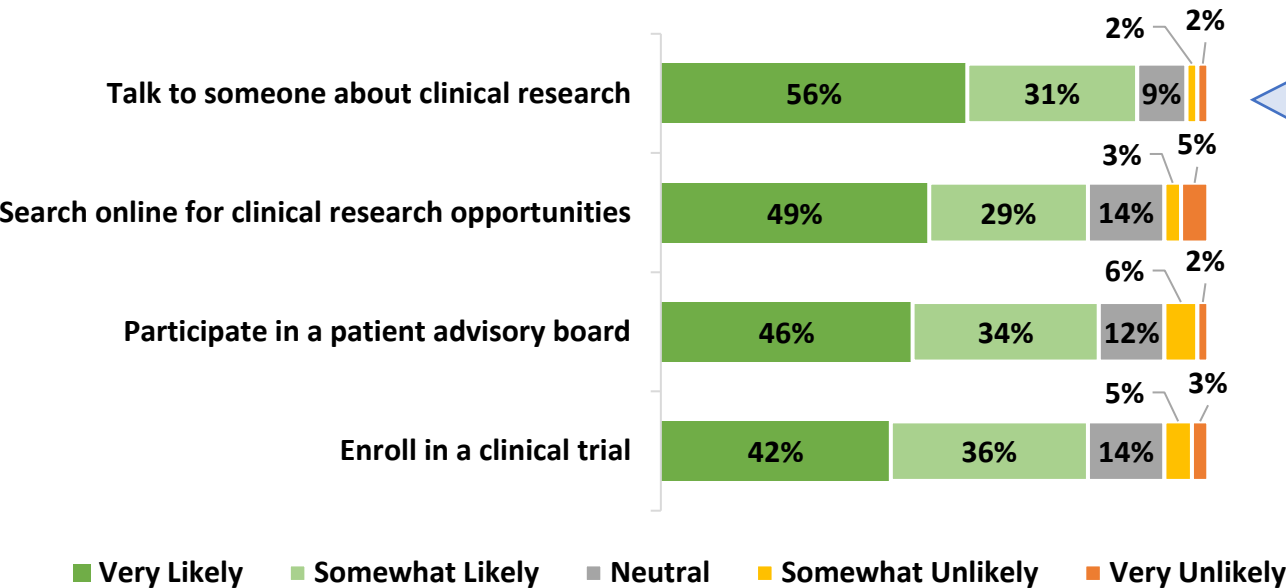
**Survey 2**  
*(After exhibit)*



# Most Visitors Likely to Take Next Steps Toward Participation

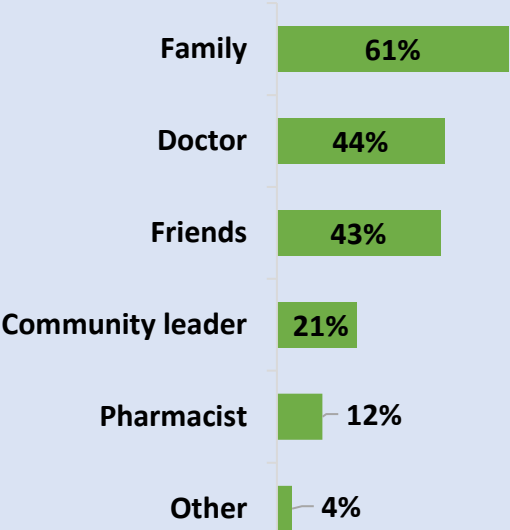
*After viewing the exhibit, most would be ‘Somewhat’ or ‘Very likely’ to take the next steps in getting involved in the clinical research process. Most would talk to their family, doctor, and friends about clinical research.*

*Since experiencing this mobile exhibit, how likely are you to do the following:*



N=251 | Base: All respondents (Survey 2)

*Who would you talk to about clinical research? (Select all that apply)*

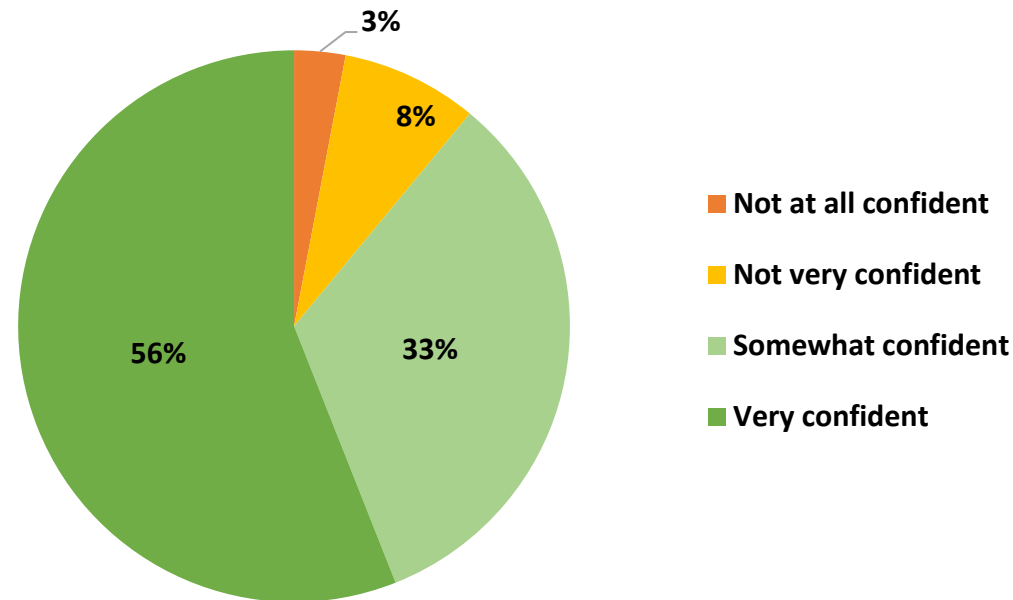


N=219 | Base: Those who said they would be ‘Somewhat’ or ‘Very likely’ to talk to someone about clinical research

# Visitors Feel Confident to Take the Next Steps Toward Participation

*After visiting the JTBH mobile exhibit, the majority (56%) say they are “Very confident” they could take the next step to learn more about and/or enroll in a clinical research study.*

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



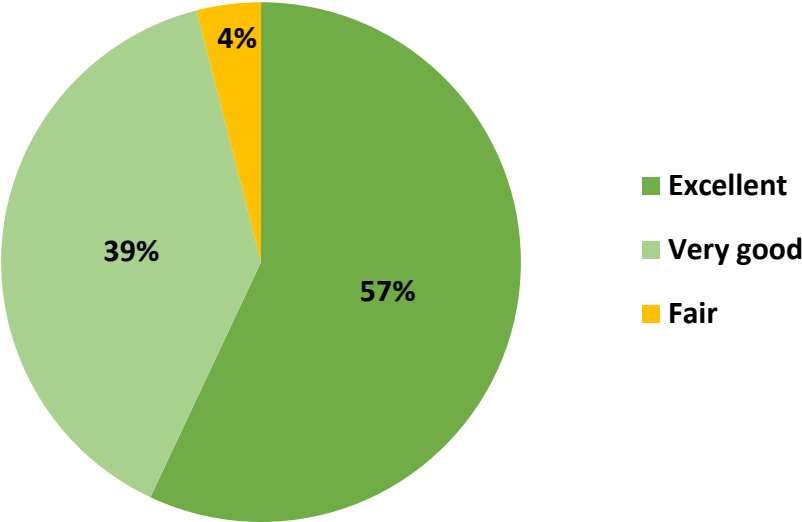




## The Experience

# 96% had an 'Excellent' or 'Very Good' Experience

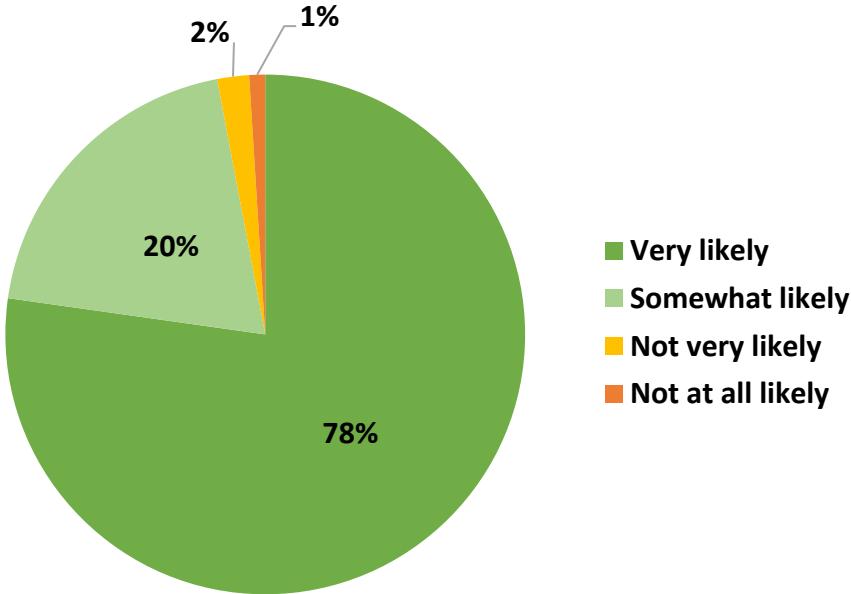
*Overall, how would you rate your experience visiting the mobile exhibit?*



N=251 | Base: All respondents (Survey 2)  
Percentages may not add to 100% due to rounding.

# 98% Would Recommend the Exhibit to Friends & Family

*How likely are you to recommend the mobile exhibit to your friends and family?*

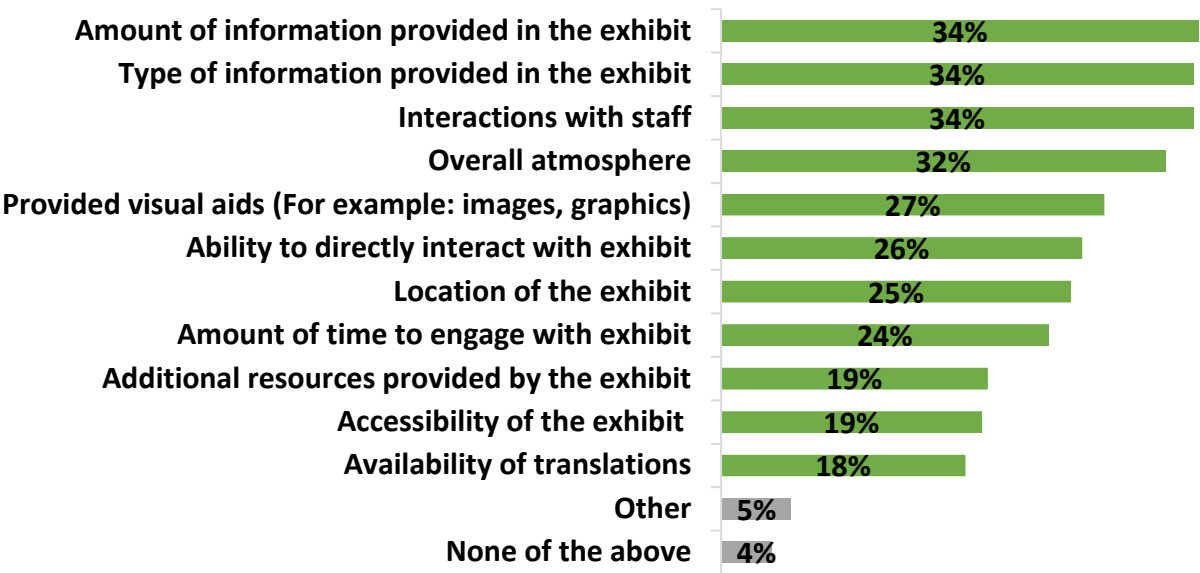


N=251 | Base: All respondents (Survey 2)  
Percentages may not add to 100% due to rounding.

# Visitors Most Liked the Information Provided and Interactions with CISCRP Staff

*The most-liked aspects of the exhibit were the information provided, interactions with staff and overall atmosphere.*

## What did you like most about the mobile exhibit? (Select all that apply)



## What did you like least about the mobile exhibit? (Select all that apply)

**67% selected 'None of the above,'**  
with 6% or less selecting the remaining response options.



# THANK YOU

To all the JTBH event organizers,  
staff & volunteers!

