



Journey to Better Health Boston 2025 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 Spring of 2025, JTBH visited 3 community events in Boston, MA:

- *Burlington Health Fair, Burlington, MA – April 26th*
- *Stronger Together Community Health Fair, Roxbury, MA – April 27th*
- *Living Well with Blood Cancer, Dorchester, MA – May 3rd*

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, 94 exhibit visitors completed both surveys.



Key Highlights

We received 94 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 29% understanding clinical research 'Very well' before the exhibit to 66% 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**
 - 96% had an 'Excellent' or 'Very good' experience
 - Information presented and interactions with CISCRP staff were top aspects of the exhibit that visitors liked most

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The Visitors



Respondent Characteristics (n=94)

We received 94 complete, valid responses to Surveys #1 and #2.

Gender	Male	28%
	Female	69%
	Other/Prefer not to Answer	3%
Race/Ethnicity (Select all that apply)	African American or Black	37%
	White or Caucasian	47%
	Asian	14%
	American Indian/Alaska Native	1%
	Hispanic or Latino	1%
	Other/Prefer not to answer	4%
Education Level	Less than high school/GED or equivalent	2%
	High school/GED or equivalent	17%
	Technical school/Associate's Degree/Some	15%
	College	28%
	Bachelor's Degree	36%
	Graduate school/Professional Degree	2%
Age groups	Prefer not to answer	
	18-34	13%
	35-44	10%
	45-54	17%
	55-64	32%
	65 and above	29%

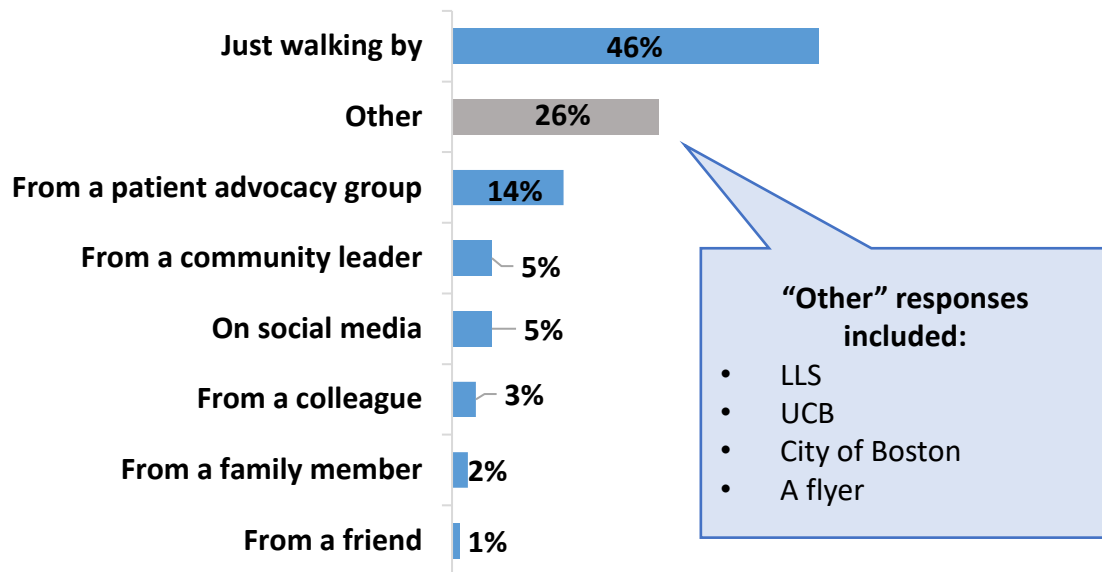
Role	Patient	44%
	General member of the public	33%
	Caregiver to a patient	15%
	Healthcare or clinical research professional	8%
Do you have a medical condition?	Yes	52%
	No	43%
	Don't know/prefer not to answer	5%
Clinical Trial Experience <i>Have you ever participated in a clinical trial, also known as a clinical research study?</i>	Yes	34%
	No	60%
	Don't know/Don't remember	6%
Clinical Trial Awareness <i>In the last month, do you remember seeing/hearing about a clinical research study looking for volunteers (patients)?</i>	Yes	50%
	No	47%
	Don't know/Don't remember	3%

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

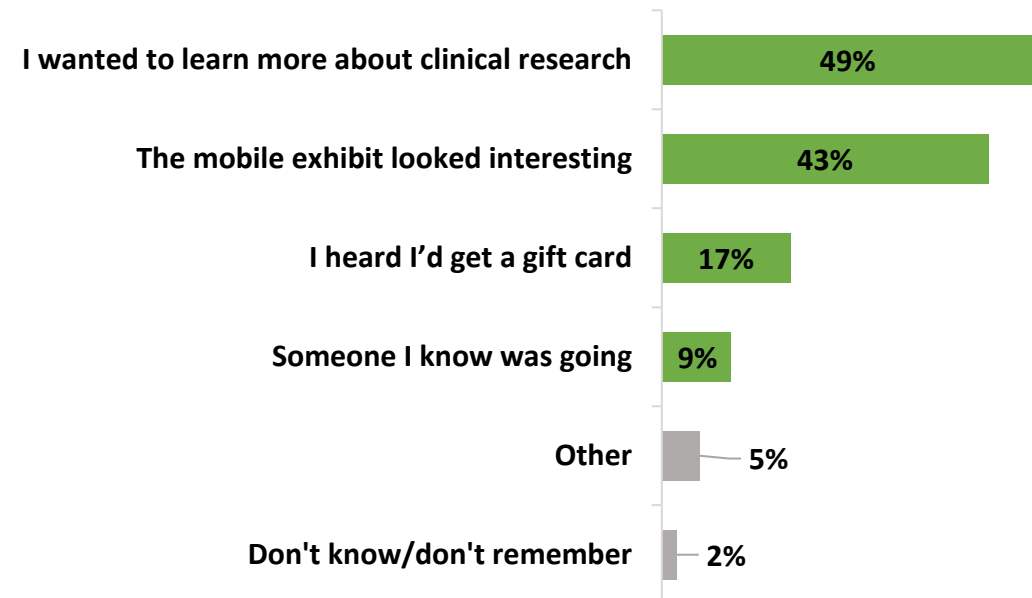
JTBH Visitors

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)





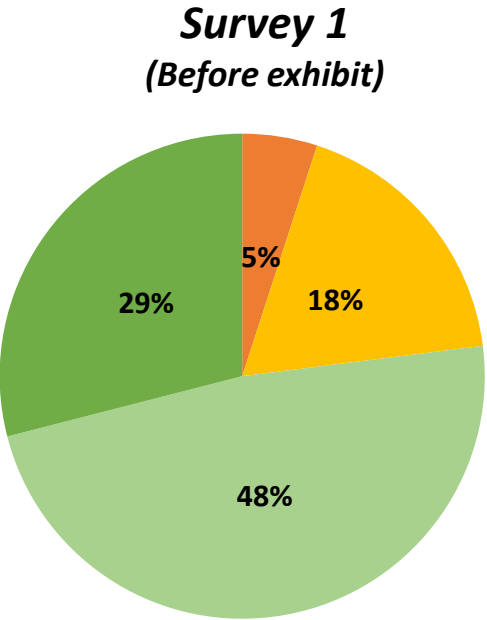
The Impact



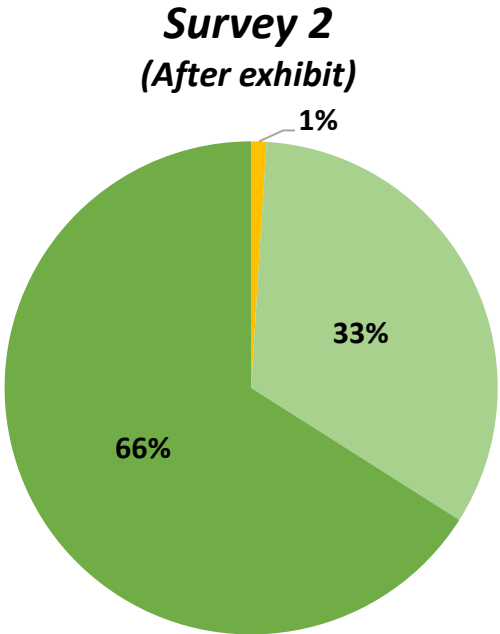
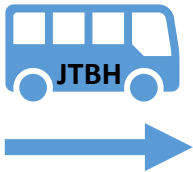
JTBH Educational Exhibit Highly Effective in Increasing Levels of Understanding of Clinical Research

Strong understanding of clinical research more than doubles after viewing the exhibit compared to before viewing (from 29% understanding clinical research ‘Very well’ before the exhibit to 66% 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

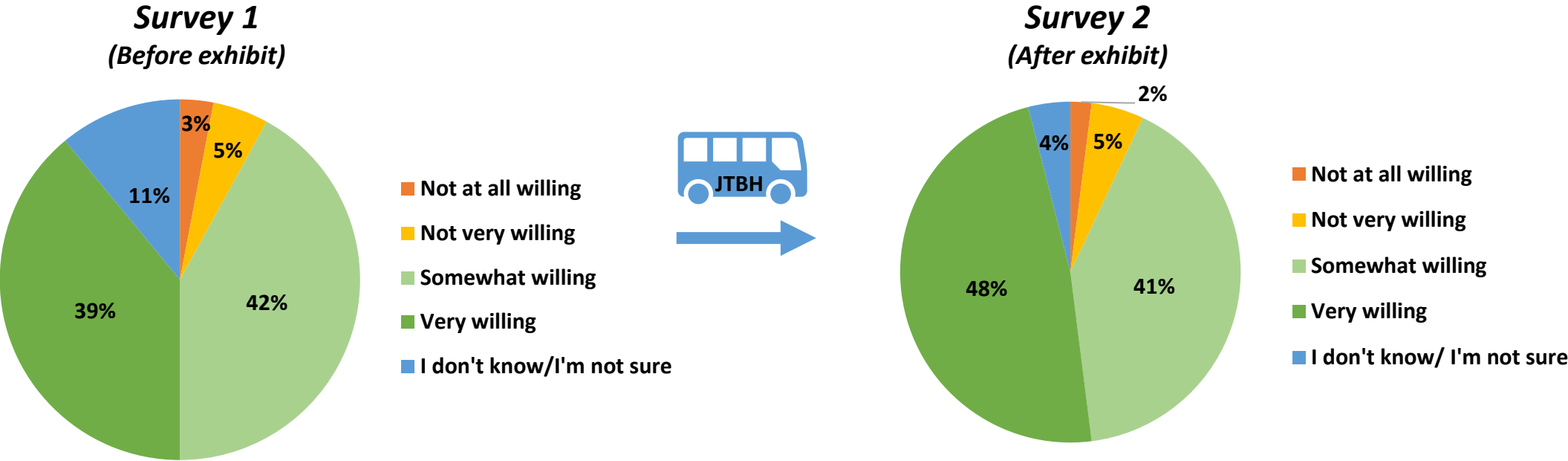


- Not at all well
- Not very well
- Somewhat well
- Very well

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 (48%) compared to before viewing the exhibit (39%).

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



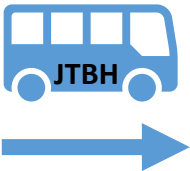
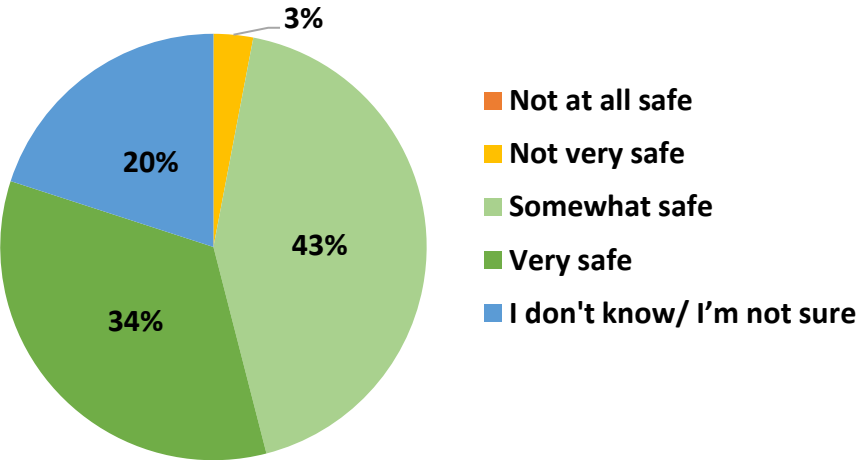
N=94 for both surveys | Base: All complete, valid responses with ID numbers that matched across both surveys
Percentages may not add to 100% due to rounding.

Exhibit May Also Impact Perceptions of Clinical Trial Safety

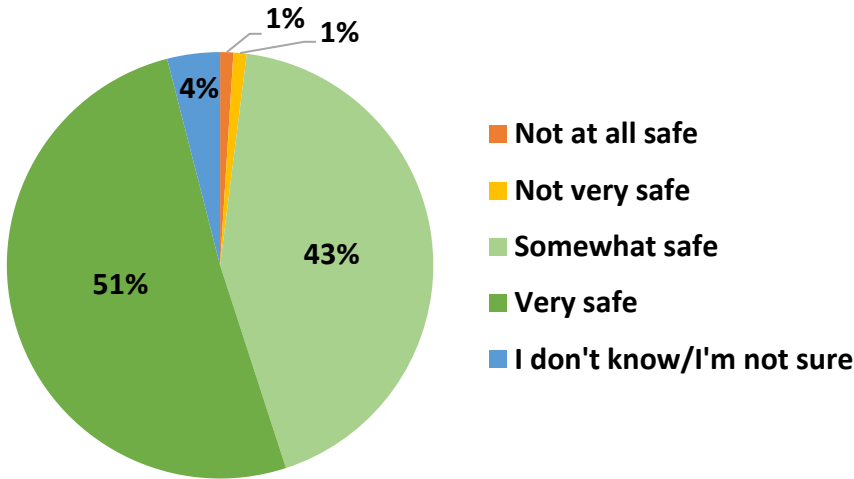
After visiting the JTBH mobile exhibit, respondents were more likely to indicate that they believed clinical research studies to be “Very Safe” (51%) compared to before viewing the exhibit (34%).

In your opinion, how safe are clinical research studies?

Survey 1
(Before exhibit)



Survey 2
(After exhibit)

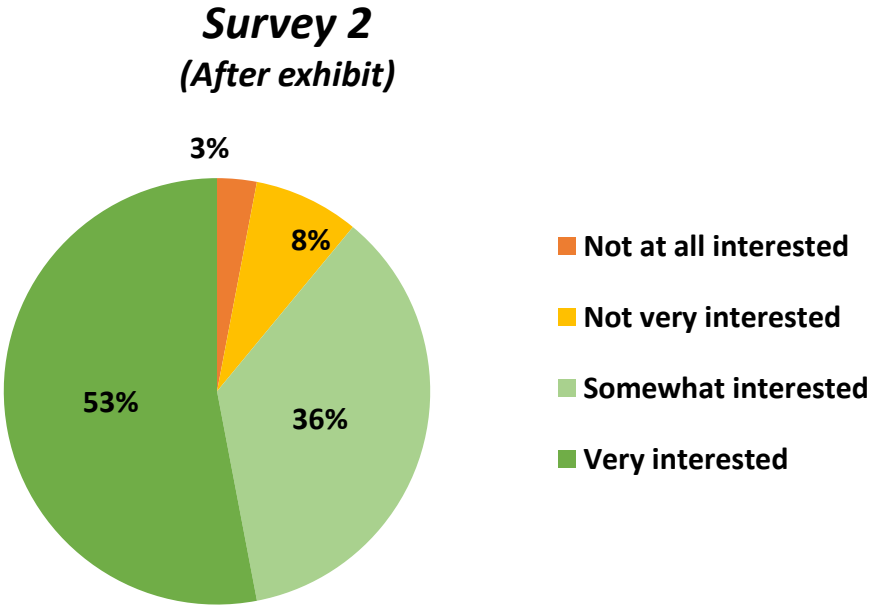
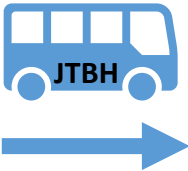
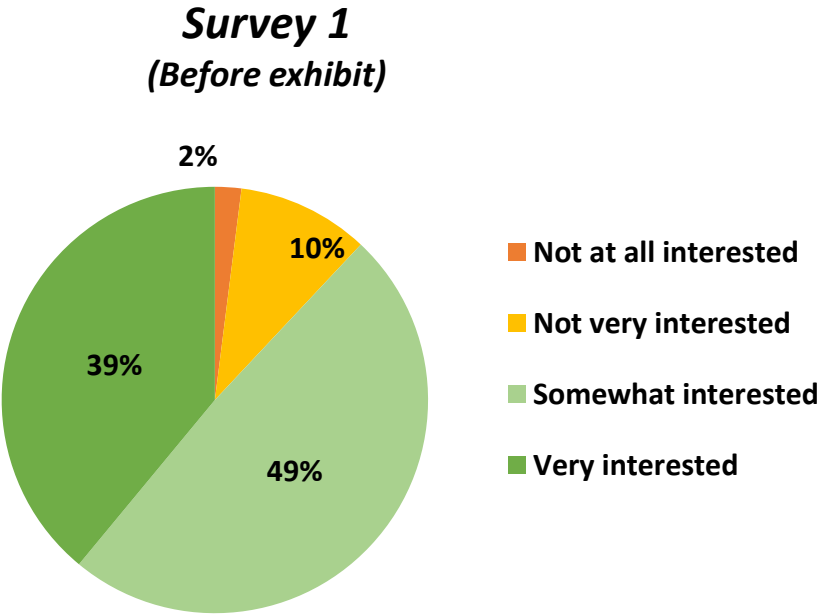


N=94 for both surveys | Base: All complete, valid responses with ID numbers that matched across both surveys
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Exhibit Raises Interest Levels in Learning More about Clinical Research

After visiting the JTBH mobile exhibit, the majority (53%) say they are “Very interested” in learning more about clinical research.

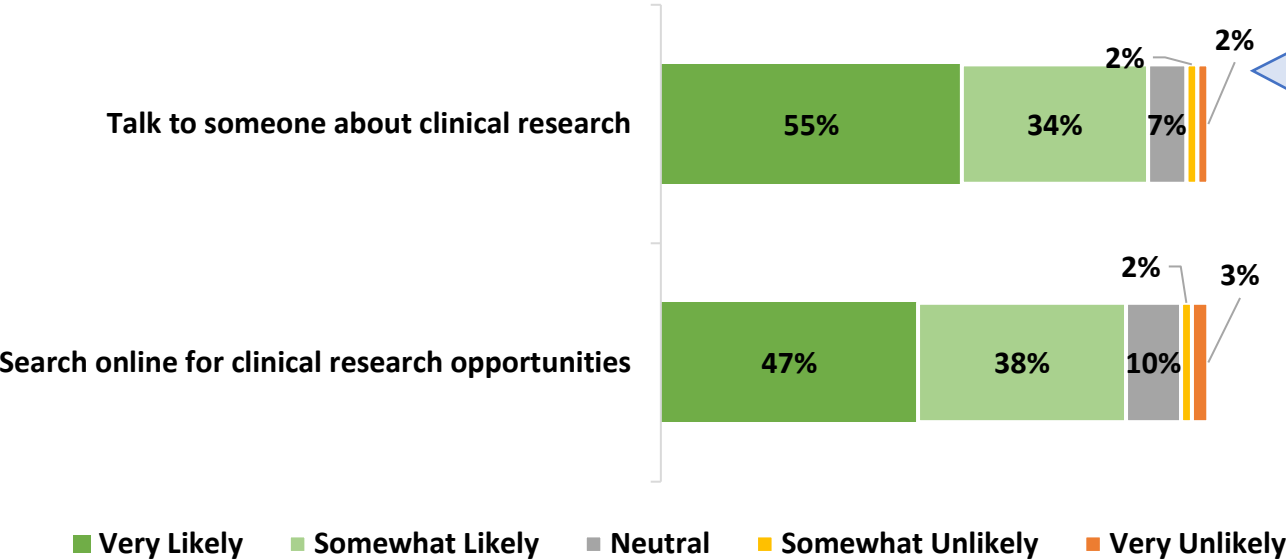
How interested, if at all, are you in learning more about clinical research?



Most Visitors Likely to Take Next Steps Toward Participation

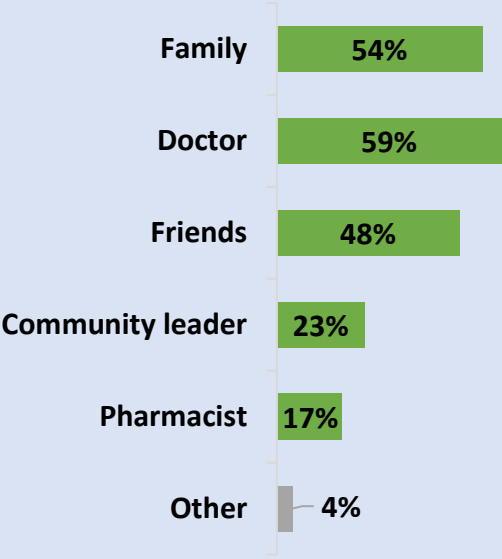
After viewing the exhibit, most would be ‘Somewhat’ or ‘Very likely’ to take the next steps in getting involved in the clinical research process. Most would talk to their family, doctor, and friends about clinical research.

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



N=94 | Base: All respondents (Survey 2)

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

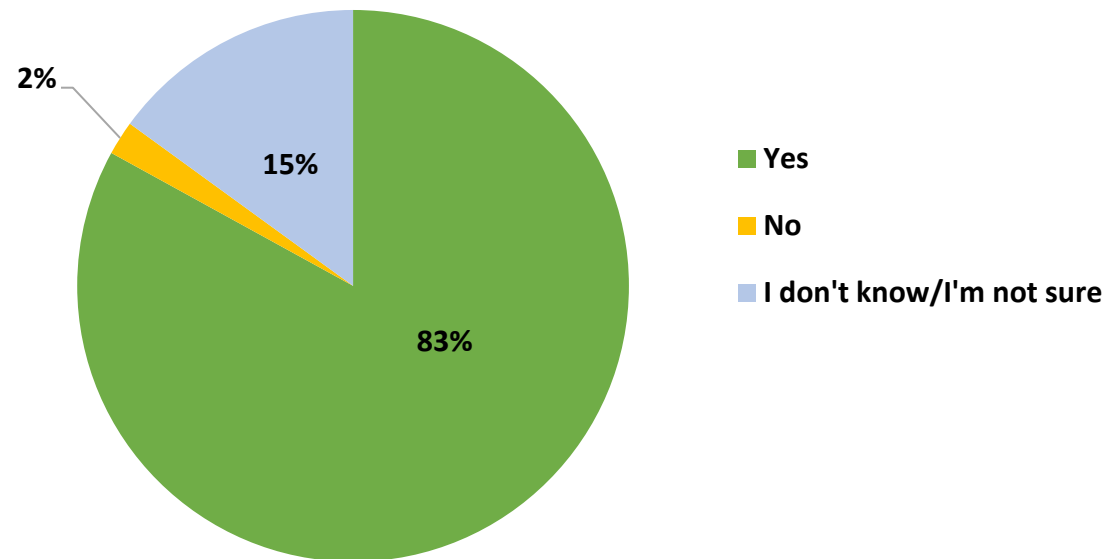


N=83 | Base: Those who said they would be ‘Somewhat’ or ‘Very likely’ to talk to someone about clinical research

Visitors Feel Confident to Take the Next Steps Toward Participation

After visiting the JTBH mobile exhibit, the majority (83%) say they would know who to talk to/where to go for information to learn more or enroll in a trial.

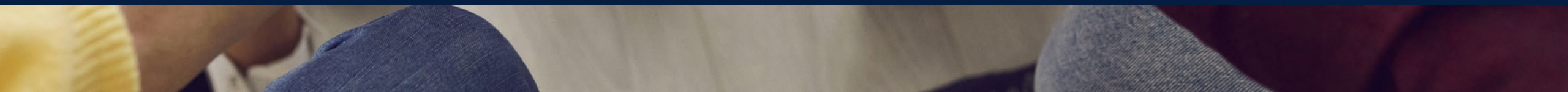
Since experiencing this mobile exhibit, would you know who to talk to/where to go for information if you wanted to learn more or enroll in a trial?



N=94 | Base: All respondents (Survey 2)
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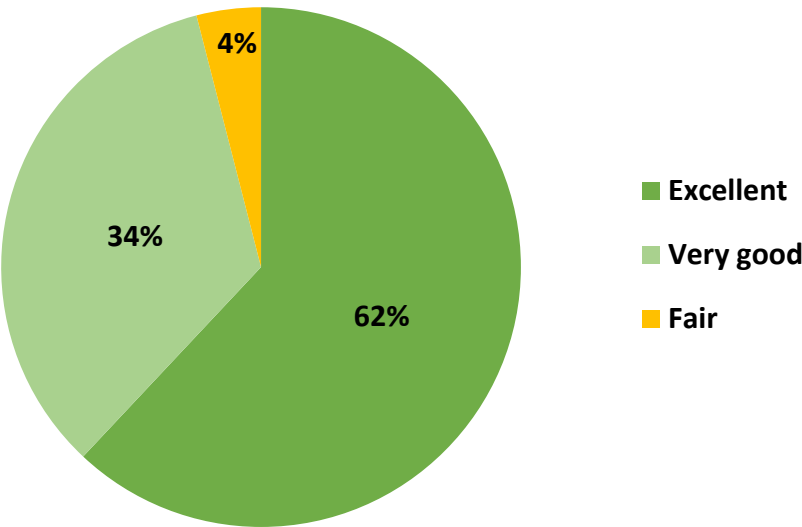


The Experience



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

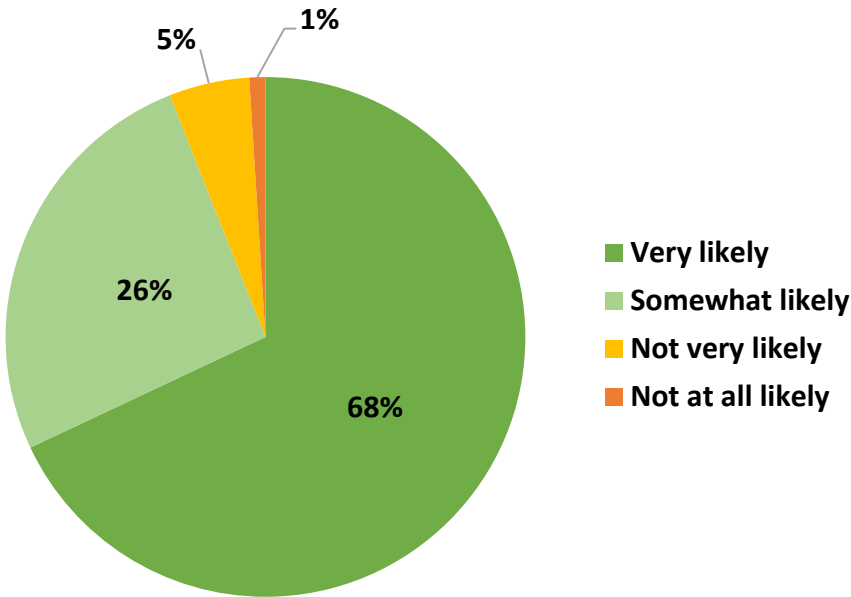
Overall, how would you rate your experience visiting the mobile exhibit?



N=94 | Base: All respondents (Survey 2)
Percentages may not add to 100% due to rounding.

94% Would Recommend the Exhibit to Friends & Family

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

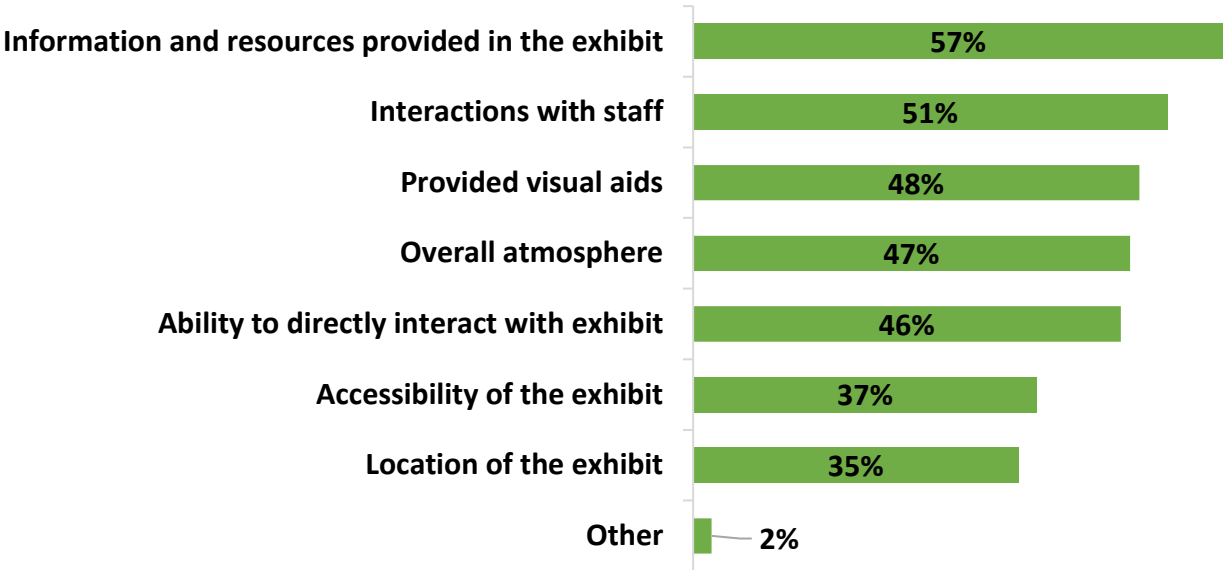


N=94 | Base: All respondents (Survey 2)
Percentages may not add to 100% due to rounding.

Visitors Most Liked the Information Provided and Interactions with CISCRP Staff

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

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)

72% selected 'None of the above'

THANK YOU

To all the JTBH event organizers,
staff & volunteers!

