



Journey to Better Health Newark Events July 2025 Impact 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 Summer of 2025, JTBH visited 6 community events in Newark, New Jersey:

- La Casa De Don Pedro Farmer's Market – July 17th
- Bessie Green Community Farmer's Market – July 18th
- Carrington Village Caribbean Festival – July 19th
- Rutgers CHECE Health & Wellness Fair – July 23rd
- New Community Health Fair – July 24th
-  Bristol Myers Squibb™
- **Professional Audience:** Bristol Myers Squibb™ (BMS) Disability Pride Month Event – July 29th

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, 268 exhibit visitors completed both surveys during community events.

25 visitors completed both surveys during the Bristol Myers Squibb™ Disability Pride Month Event (primarily a professional audience for this event, i.e., BMS employees).



Key Highlights

We received 268 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 increases after viewing the exhibit compared to before viewing (from 39% understanding clinical research 'Very well' before the exhibit to 57% 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 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**
 - 90% 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=268)

We received 268 complete, valid responses to Surveys #1 and #2.

Gender	Male	34%
	Female	64%
	Other/Prefer not to Answer	2%
Race/Ethnicity (Select all that apply)	African American or Black	66%
	Hispanic or Latino	19%
	White or Caucasian	6%
	Asian	2%
	American Indian/Alaska Native	1%
	Other/Prefer not to answer	7%
Education Level	Less than high school/GED or equivalent	6%
	High school/GED or equivalent	44%
	Technical school/Associate's Degree/Some College	17%
	Bachelor's Degree	18%
	Graduate school/Professional Degree	9%
	Other/Prefer not to answer	6%
Age groups	18-34	18%
	35-44	19%
	45-54	16%
	55-64	18%
	65 and above	29%

Role	Patient	32%
	General member of the public	44%
	Caregiver to a patient	17%
	Healthcare or clinical research professional	7%
Do you have a medical condition?	Yes	48%
	No	47%
	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	21%
	No	75%
	Don't know/Don't remember	4%
Clinical Trial Awareness <i>In the last month, do you remember seeing/hearing about a clinical research study looking for volunteers (patients)?</i>	Yes	37%
	No	55%
	Don't know/Don't remember	8%

30 visitors completed the surveys in Spanish and one person completed the surveys in Portuguese, with the remainder of visitors completing the surveys in English.

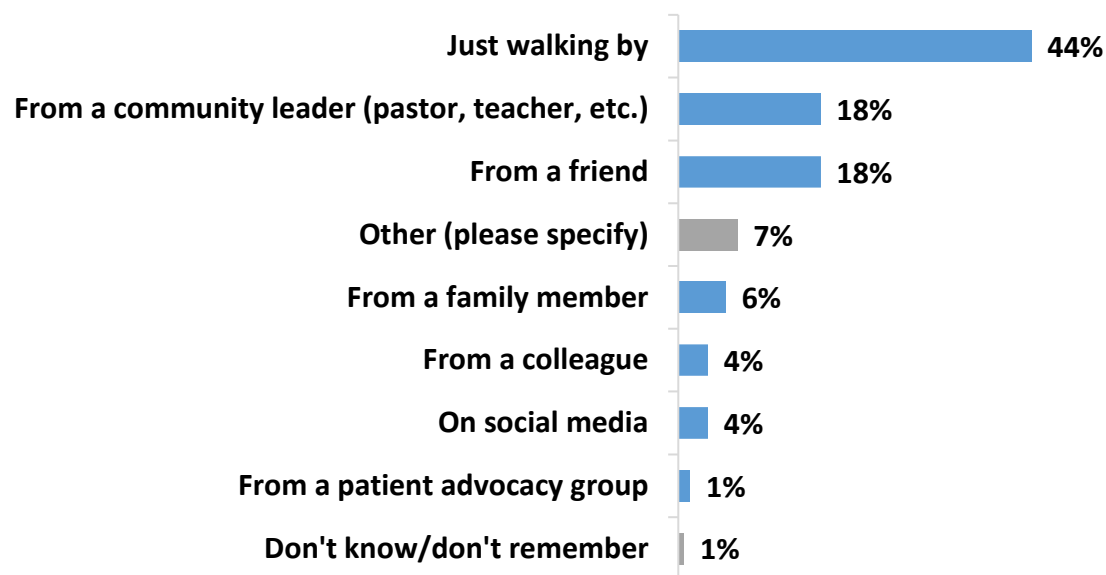
25 BMS professionals additionally took both surveys during the BMS Disability Pride Month Event.

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

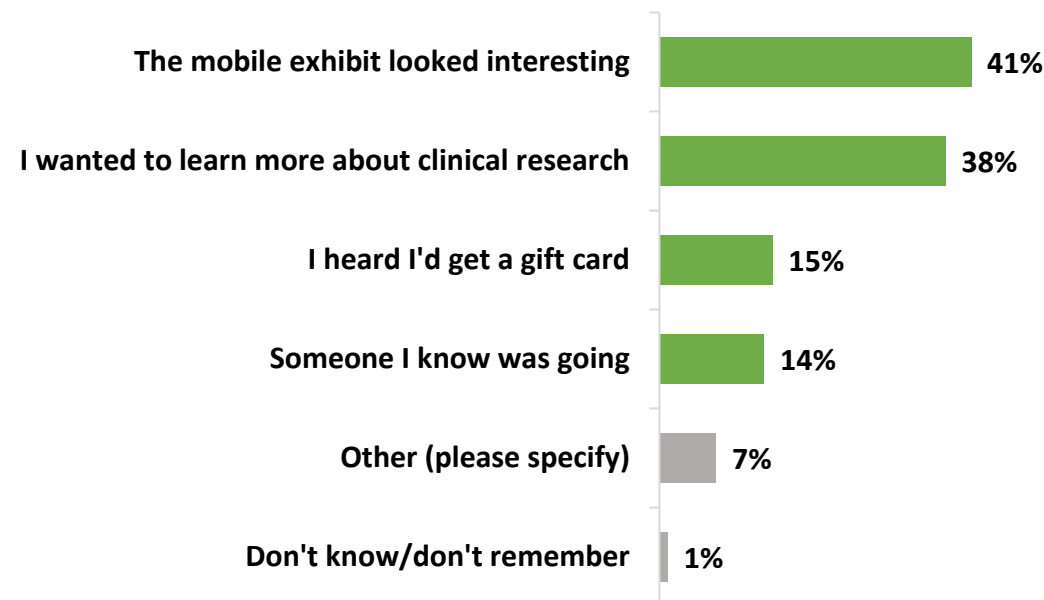
JTBH Visitors

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

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



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





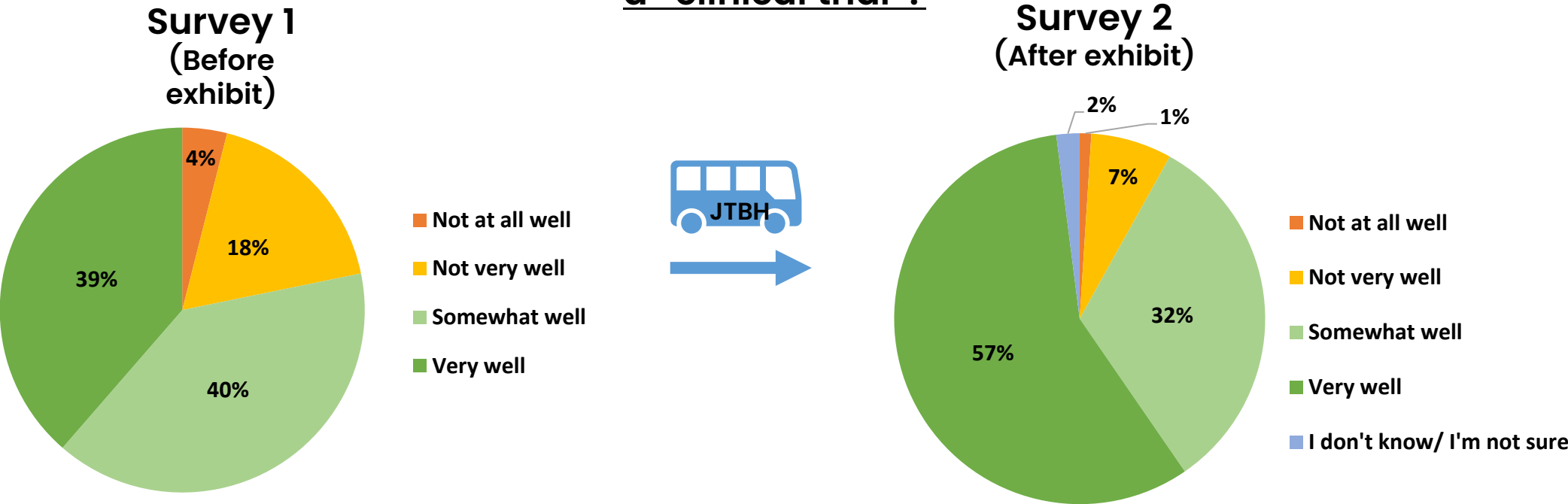
The Impact



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

Strong understanding of clinical research increases after viewing the exhibit compared to before viewing (from 39% understanding clinical research 'Very well' before the exhibit to 57% after viewing the exhibit).

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

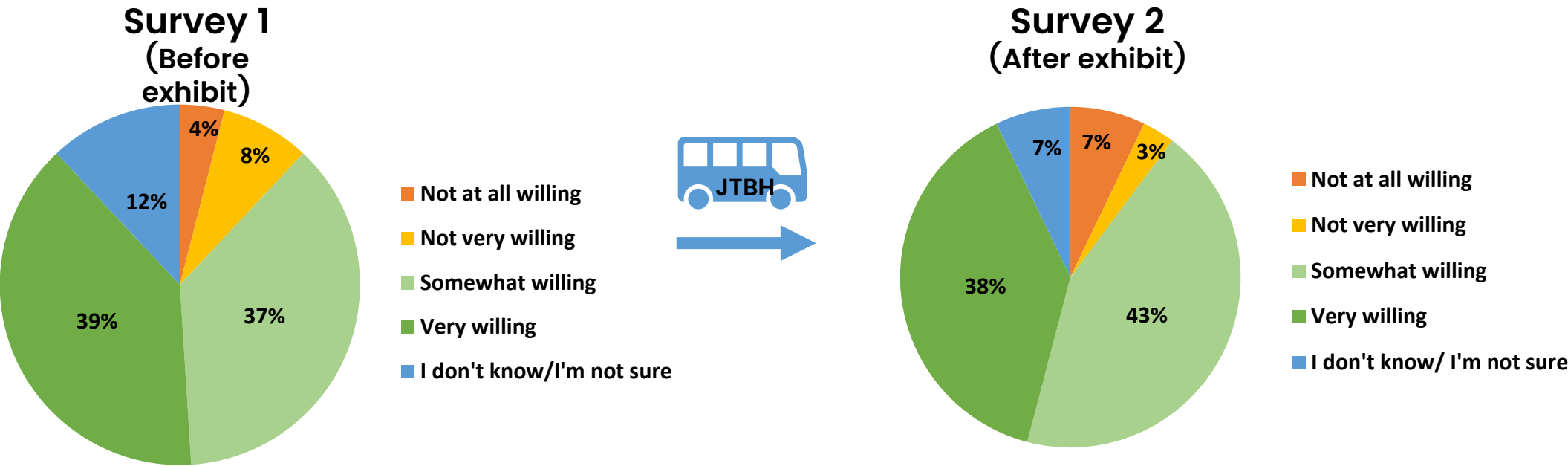


N=346 for both surveys | Base: All complete, valid responses with ID numbers that matched across both surveys
Percentages may not add to 100% due to rounding.

JTBH May Increase Willingness to Participate

After visiting the JTBH mobile exhibit, respondents were more likely to indicate that they were ‘Somewhat/Very Willing’ to participate in clinical research (76%) compared to before viewing the exhibit (81%).

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

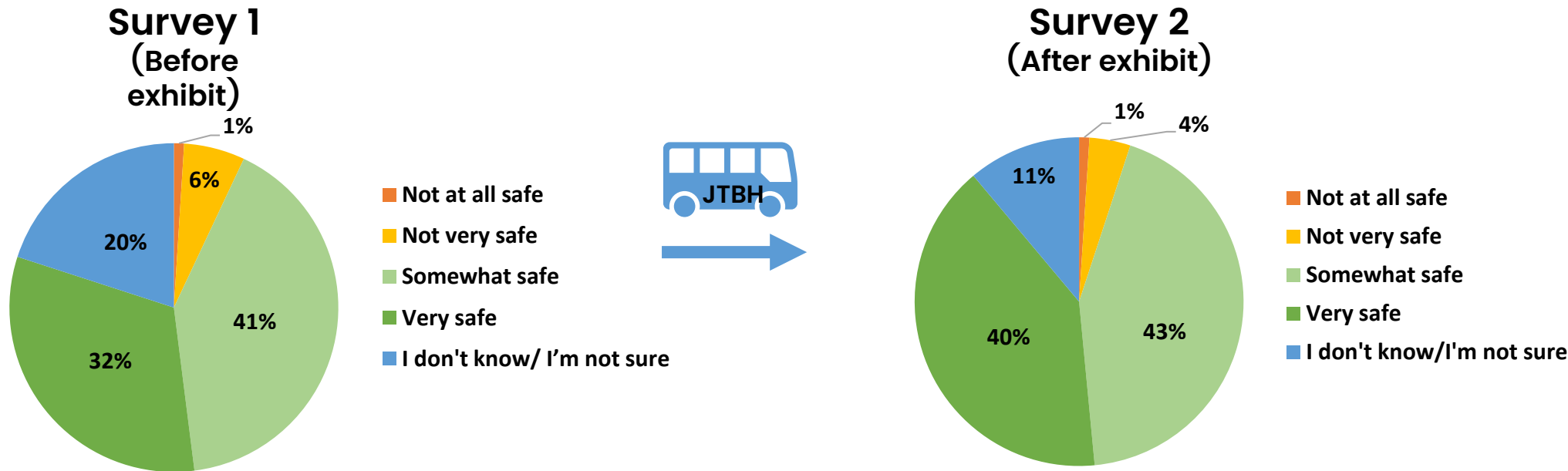


N=268 for both surveys | Base: All complete, valid responses with ID numbers that matched across both surveys
Percentages may not add to 100% due to rounding.

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 'Somewhat/Very Safe' (83%) compared to before viewing the exhibit (73%).

In your opinion, how safe are clinical research studies?

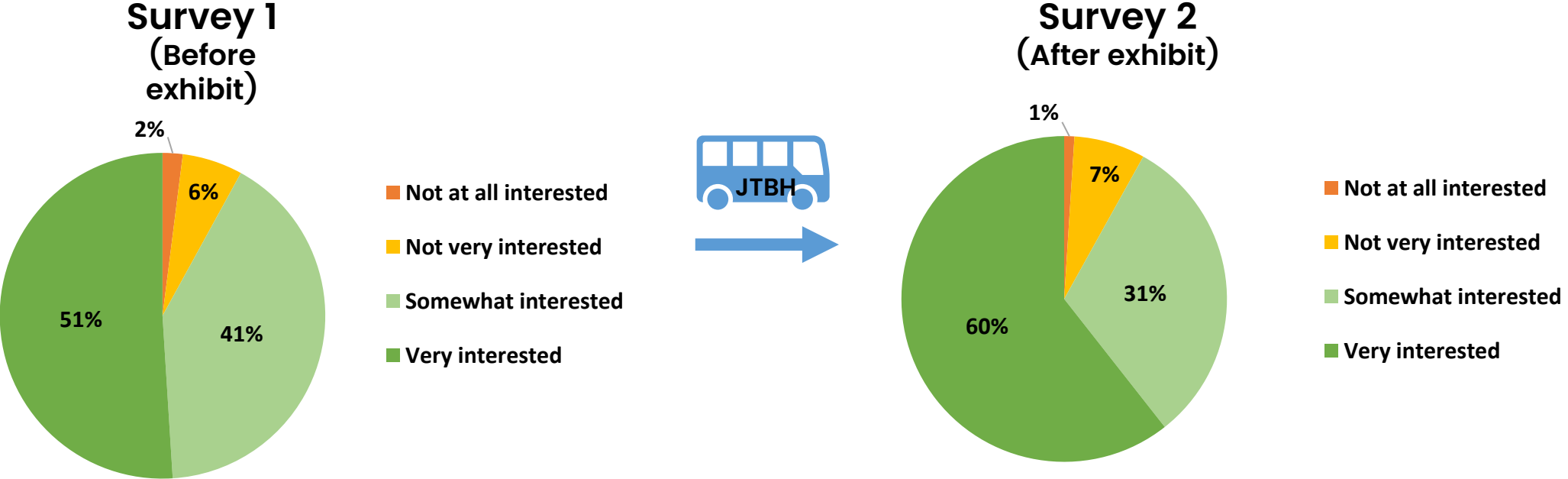


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Exhibit Raises Interest Levels in Learning More about Clinical Research

After visiting the JTBH mobile exhibit, respondents were more likely to indicate strong interest in learning more about clinical research studies (60%) compared to before viewing the exhibit (51%).

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

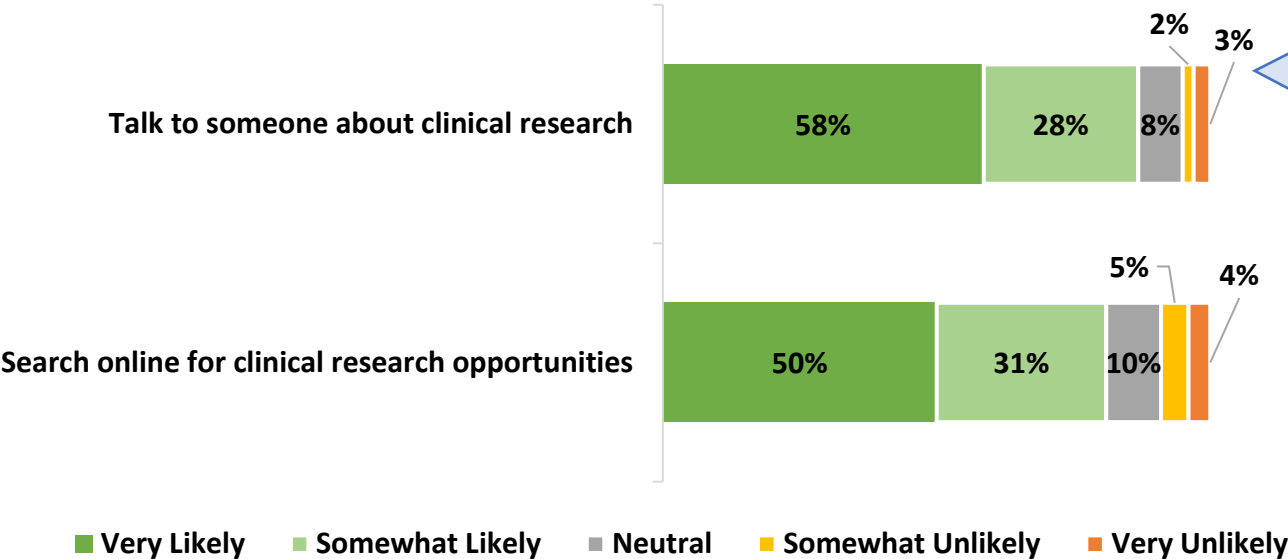


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Most Visitors Likely to Take Next Steps Toward Participation

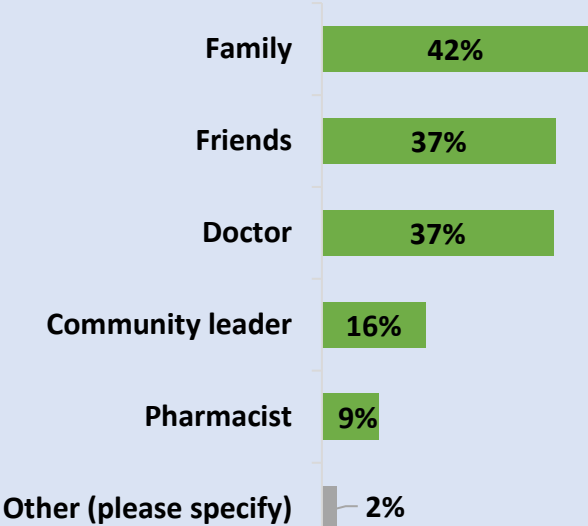
After viewing the exhibit, most would be 'Somewhat' or 'Very likely' to take the next steps in getting involved in the clinical research process. Most would talk to their family, friends, and doctor about clinical research.

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



N=268 | Base: All respondents (Survey 2)

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

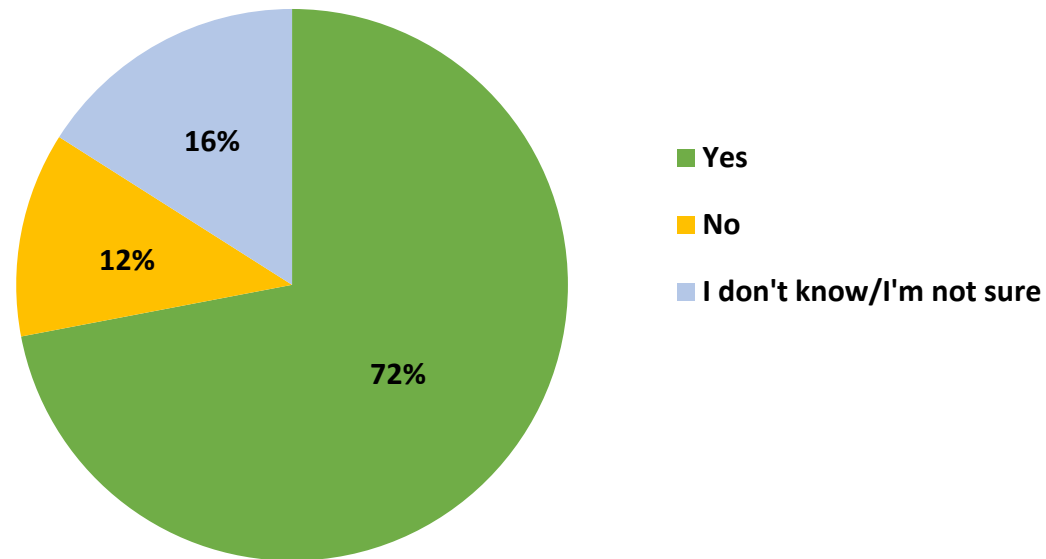


N=231 | Base: Those who said they would be 'Somewhat' or 'Very likely' to talk to someone about clinical research

Majority of 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.

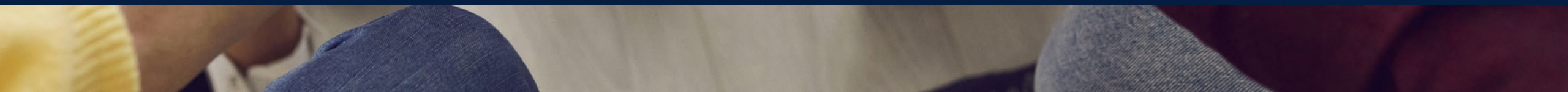
Since experiencing this mobile exhibit, would you know who to talk to/where to go for information if you wanted to learn more or enroll in a trial?



N=268| Base: All respondents (Survey 2)
Percentages may not add to 100% due to rounding.

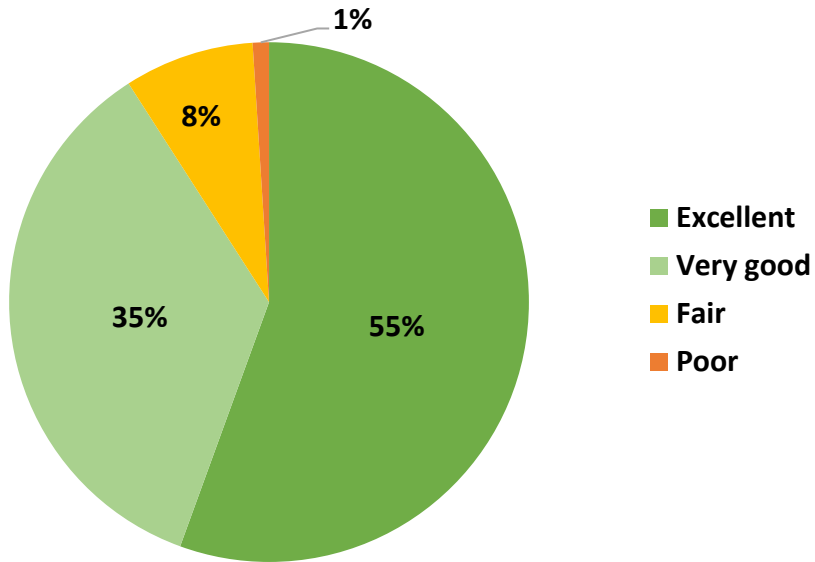


The Experience



90% had an 'Excellent' or 'Very Good' Experience

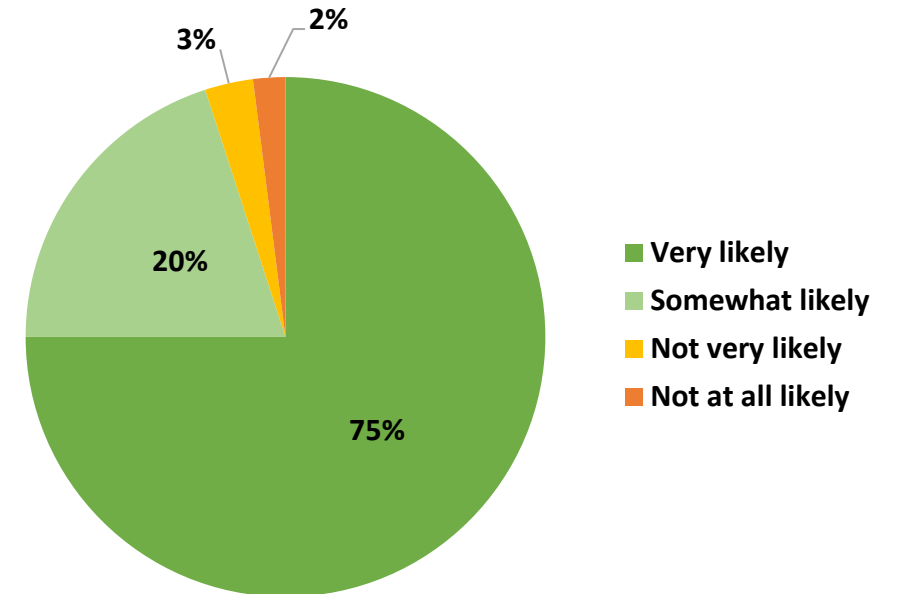
Overall, how would you rate your experience visiting the mobile exhibit?



N=268 | Base: All respondents (Survey 2)
Percentages may not add to 100% due to rounding.

95% Would Recommend the Exhibit to Friends & Family

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

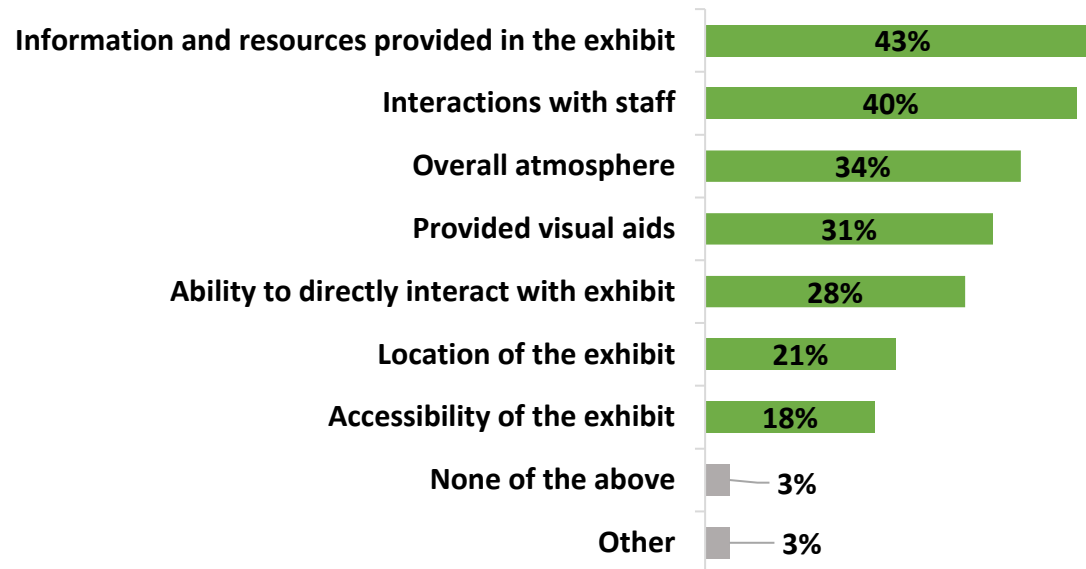


N=268 | Base: All respondents (Survey 2)
Percentages may not add to 100% due to rounding.

Visitors Most Liked the Information Provided and Interactions with CISC RP 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)

57% selected
'None of the
above'

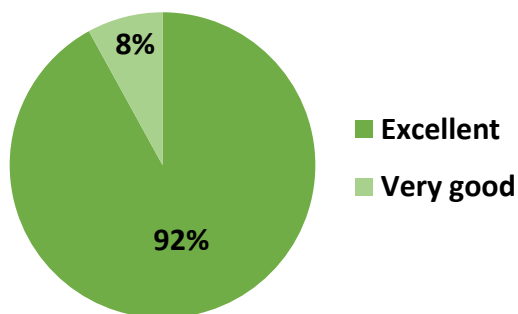


100% of BMS Event Attendees Reported Positive Experiences Visiting the Exhibit

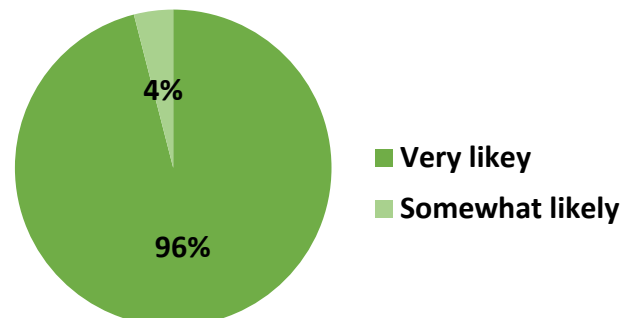
In addition to the 268 respondents from Newark community events, 25 attendees completed both surveys during the BMS Disability Pride Month Event (this event had mostly a professional audience).

100% rated their experience as 'Excellent' or 'Very good,' and 100% would recommend the exhibit to others.

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

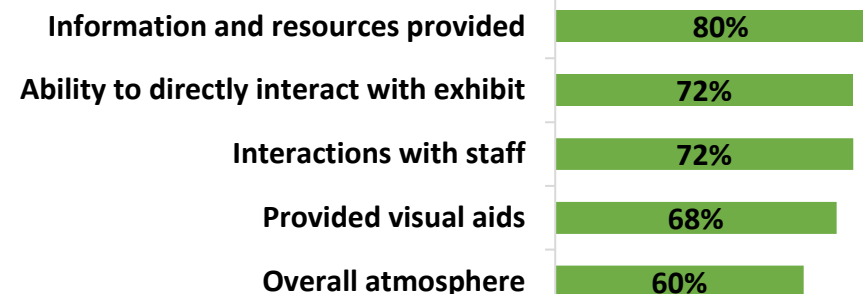


How likely are you to recommend the mobile exhibit to your friends and family?



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

TOP MENTIONS



THANK YOU

To all the JTBH event sponsors,
organizers, staff & volunteers!

