



Journey to Better Health Greater Buffalo, NY September 2025 Interim Impact Report

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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 September 2025, JTBH visited 4 community events in the Buffalo, NY area:

- *Pop Up Event with WNY Women's Foundation and University at Buffalo EOC – September 11th*
- *Pop Up Event at WEDI West Side Bazaar – September 12th*
- *Seneca Nation of Indians Fall Festival – September 13th*
- *Ovarian Cancer Project Empowering Steps Walk – September 14th*

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, 250 people visited the mobile exhibit. Of those 250 visitors, 198 fully completed survey #1 and 190 fully completed survey #2.

The following data is the preliminary information reported from our survey platform, before data cleaning and linking between the two surveys.



Key Highlights



98% rated the overall experience as **Very Good** or **Excellent**



54% of respondents identified as belonging to a **racial minority** community



A 'very good' understanding of the term 'clinical research' **more than doubles** from **30%** before experiencing the exhibit to **66%** after



After visiting the JTBH mobile exhibit, respondents were more likely to indicate that they were 'Somewhat/Very Willing' to participate in clinical research (**75%**) compared to before viewing the exhibit (**86%**)

The Visitors



Respondent Characteristics

| | | |
|---|---|-----|
| Gender | Male | 28% |
| | Female | 70% |
| | Gender nonconforming/Prefer not to answer | 2% |
| | | |
| Race/Ethnicity <i>(Select all that apply)</i> | African American or Black | 17% |
| | Hispanic or Latino | 6% |
| | White or Caucasian | 51% |
| | Asian | 4% |
| | American Indian/Alaska Native | 22% |
| | Other/Prefer not to answer | 6% |
| Education Level | Less than high school/GED or equivalent | 5% |
| | High school/GED or equivalent | 25% |
| | Technical school/Associate's Degree/Some | 18% |
| | Bachelor's Degree | 27% |
| | Graduate school/Professional Degree | 18% |
| | Other/Prefer not to answer | 8% |
| | | |
| Age groups | 10-34 | 26% |
| | 35-44 | 18% |
| | 45-54 | 19% |
| | 55-64 | 19% |
| | 65 and above | 17% |

| | | |
|--|--|-----|
| Role | Patient | 25% |
| | General member of the public | 51% |
| | Caregiver to a patient | 13% |
| | Healthcare or clinical research professional | 11% |
| Do you have a medical condition? | Yes | 50% |
| | No | 45% |
| | 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 | 16% |
| | No | 79% |
| | Don't know/Don't remember | 5% |
| Clinical Trial Awareness <i>In the last month, do you remember seeing/hearing about a clinical research study looking for volunteers (patients)?</i> | Yes | 36% |
| | No | 56% |
| | Don't know/Don't remember | 8% |

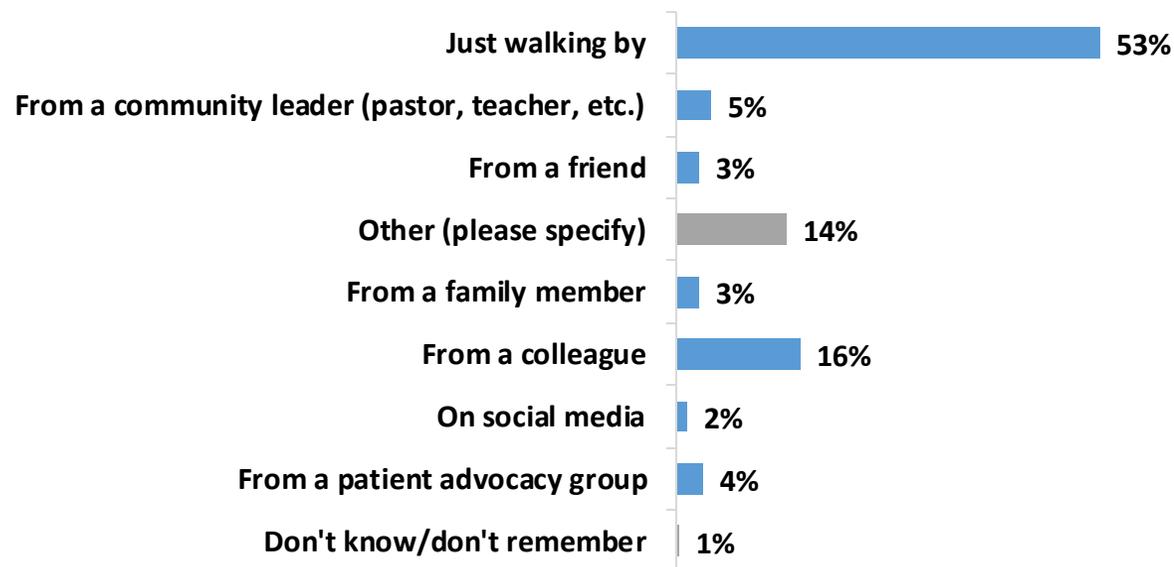
N=198, Survey 1 Respondents

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

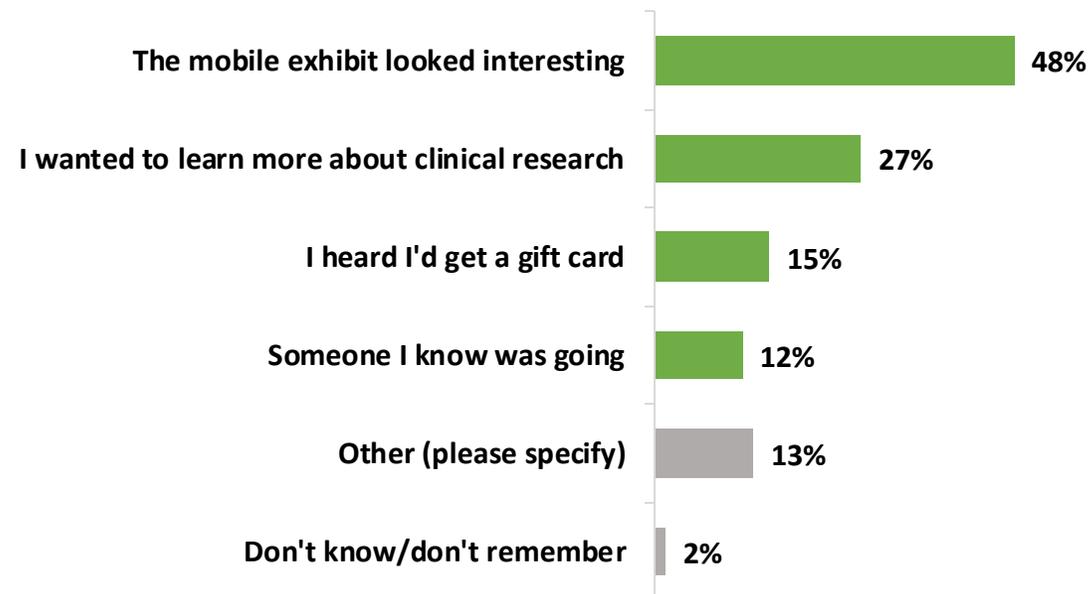
JTBH Visitors

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)



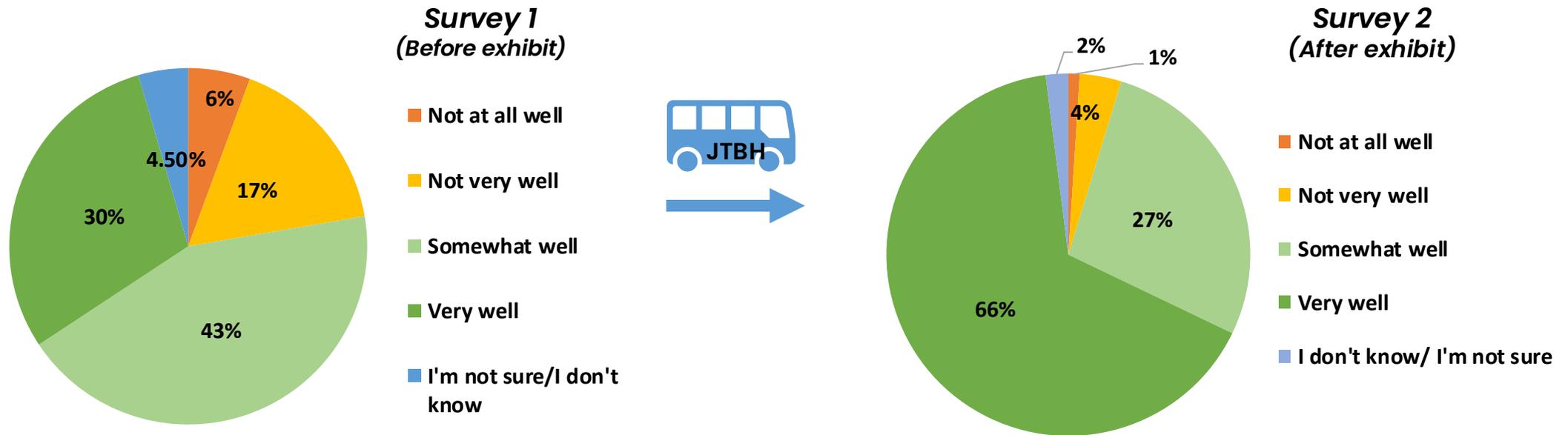
The Impact



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 30% understanding clinical research 'Very well' before the exhibit to 68% after viewing the exhibit).

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



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 (75%) compared to before viewing the exhibit (86%).

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

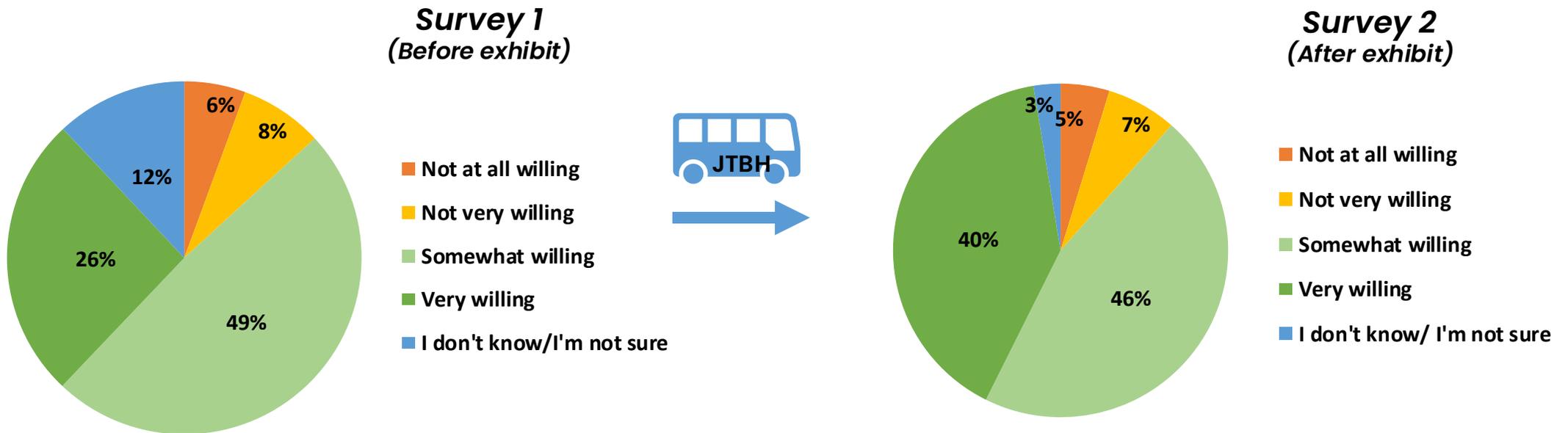


Exhibit May Also Impact Perceptions of Clinical Trial Safety

After visiting the JTBH mobile exhibit, respondents were more likely to indicate that they believed clinical research studies to be 'Somewhat/Very Safe' (76%) compared to before viewing the exhibit (89%).

In your opinion, how safe are clinical research studies?

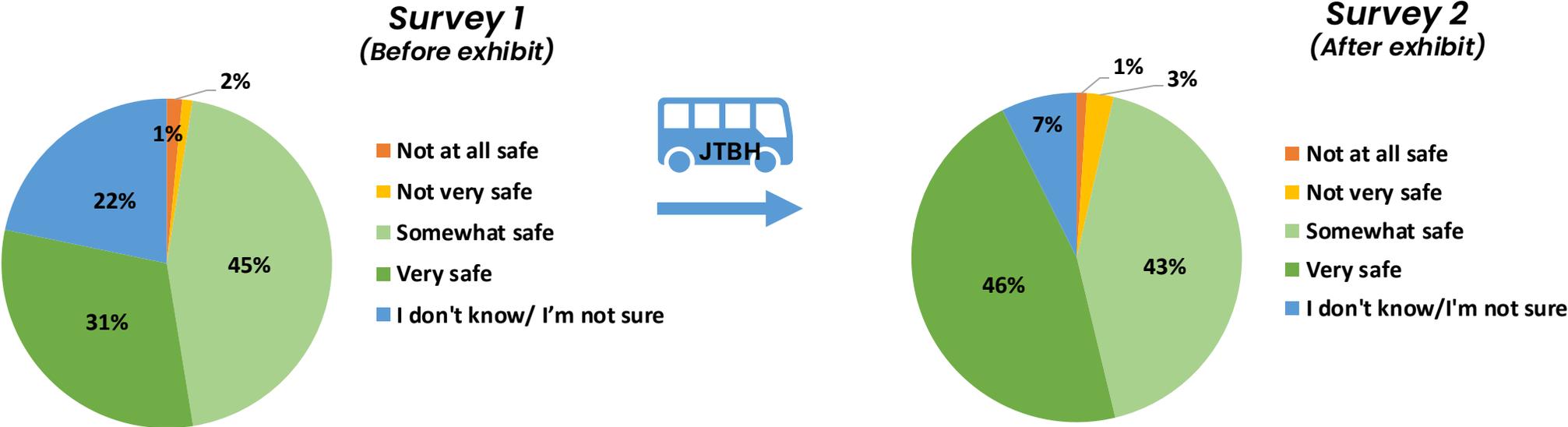
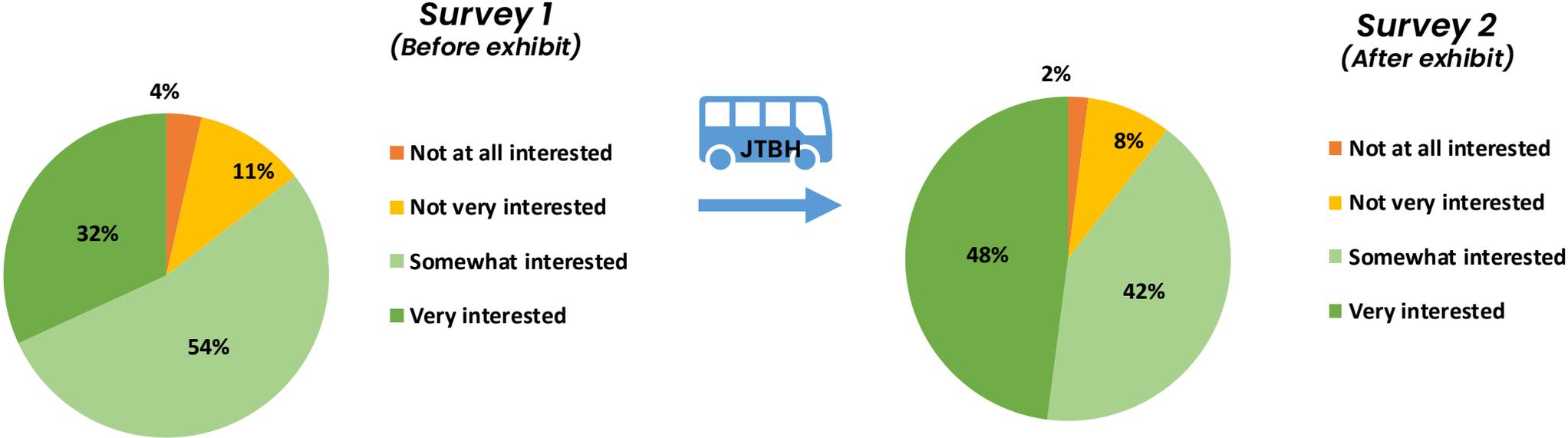


Exhibit Raises Interest Levels in Learning More about Clinical Research

After visiting the JTBH mobile exhibit, respondents were more likely to indicate strong interest in learning more about clinical research studies (32%) compared to before viewing the exhibit (42%).

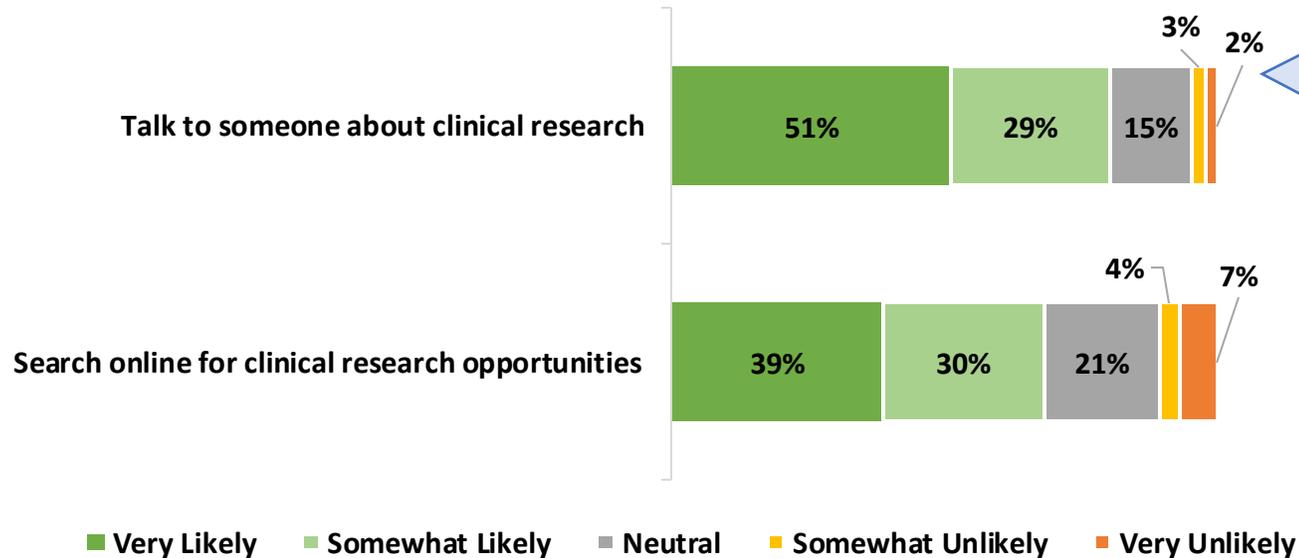
How interested, if at all, are you in learning more about clinical research?



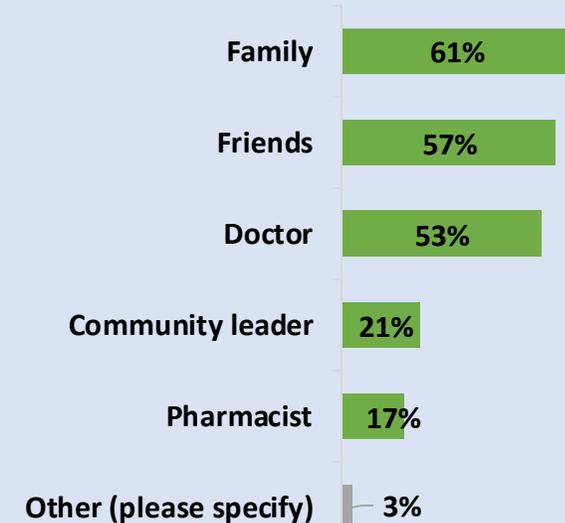
Most Visitors Likely to Take Next Steps Toward Participation

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, friends, and doctor about clinical research.

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



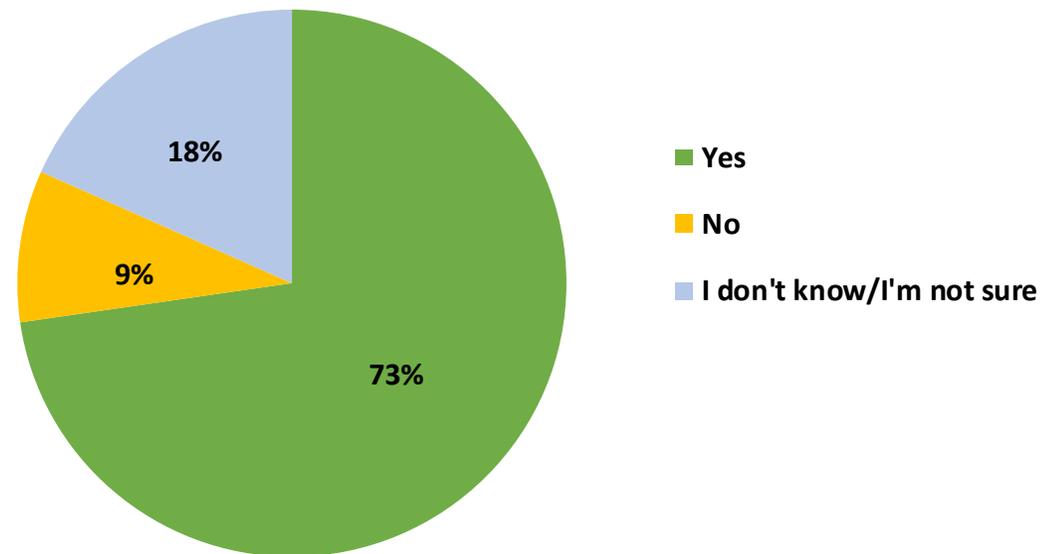
Who would you talk to about clinical research? (Select all that apply)



Majority of Visitors Feel Confident to Take the Next Steps Toward Participation

After visiting the JTBH mobile exhibit, the majority (73%) 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?



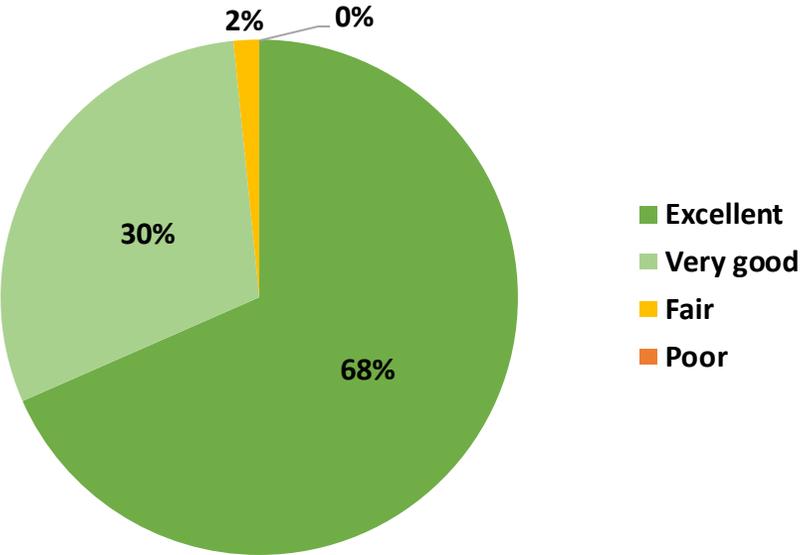


The Experience



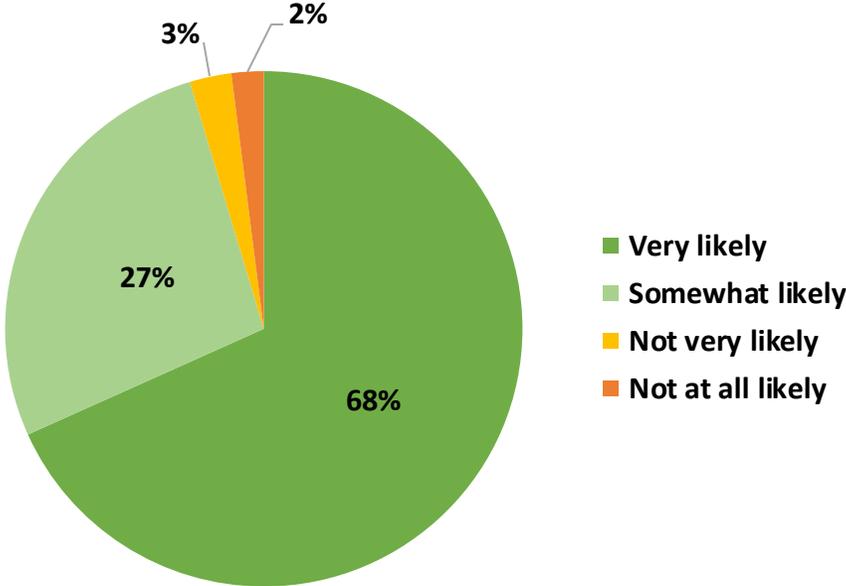
98% had an 'Excellent' or 'Very Good' Experience

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



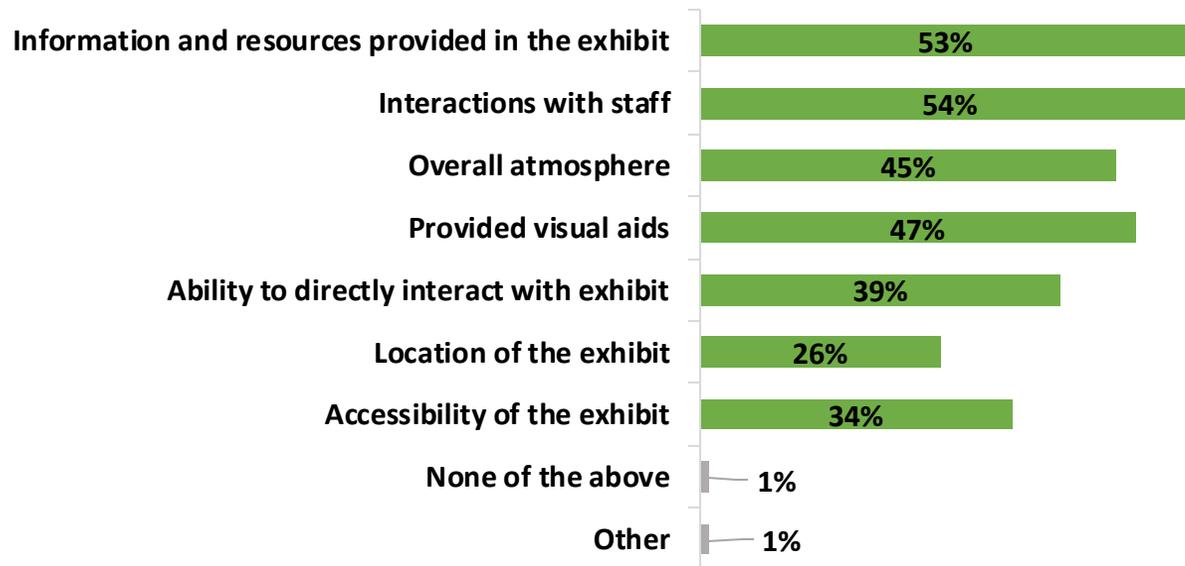
95% Would Recommend the Exhibit to Friends & Family

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



Visitors Most Liked: The Information Provided and Interactions with CISCRP Staff and Community Educators

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)

**75% selected
'None of the
above'**

THANK YOU

To all the JTBH sponsors, event organizers, community educators & outreach supporters!

