

# Journey to Better Health

## 2025 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 mobile exhibit.

JTBH aims to raise awareness about clinical research, address underlying barriers to participation, and increase trust and engagement in communities that have not been appropriately represented in the clinical research process.

The exhibit features interactive stations that explain the basics of clinical research, highlight the importance of diversity in trials, address examples of past injustices, discuss safeguards that are now in place for participants, and show the patient roadmap through the research process.

In turn, the CISCRP team can gain a better understanding of how community-based education may affect people's attitudes and perceptions of clinical research.



# About the Events

Journey to Better Health aims to meet folks where they are already going in their daily lives to make this education accessible. We work with community organizations and local leaders to identify different events and community hubs where we can get the most engagement.

In 2025, we had [nearly 2,000 visitors](#) at [17 community events](#) in [4 different states](#).

## Boston, MA:

- Town of Burlington Health Fair
- ALCSI's Stronger Together Community Health Fair
- LLS Living Well with Blood Cancer Event

## Newark, NJ:

- La Casa De Don Pedro Farmers Market
- Bessie Green Community Farmers Market
- Caribbean Heritage Festival
- Rutgers CHECE Health and Wellness Event
- New Community Health Fair
- BMS Pop Up Event\*

## Buffalo, NY:

- WNY Women's Foundation/UB Educational Opportunity Center Pop Up
- WEDI West Side Bazaar Pop Up
- Seneca Nation of Indians Fall Festival
- Ovarian Cancer Project Empowering Steps Walk

## Fayetteville, NC:

- Mobile Outreach Event by Cape Fear Valley Healthcare & Kingdom Impact Global Ministries
- Bill Crisp Senior Center Pop Up
- Tuscarora Nation of North Carolina Pop Up
- Dogwood Fall Festival



\*Note: responses from this event are not included in our survey results

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# About the Community Engagement

In 2023, we partnered with 17 Community Educators and 60 Outreach Collaborators.

Community Educators are local leaders who reflect the diversity of the populations in each city and act as our “boots on the ground” champions to educate the community in advance of our visits and help drive the local community to the events.

Outreach Collaborators are local organizations (minority community groups, patient advocacy groups, health centers, pharmaceutical and biotech companies, research sites, and more) that support JTBH by spreading awareness of the program directly to their community networks and assist our integration into the area.

These individuals and groups are vital to this program as they help foster trust in the community and remain a continual resource after the exhibit leaves.

Alongside local outreach support, we reached over ~600,000 people through our own digital marketing campaigns.



# About the Impact Surveys

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

We received 773 complete, valid responses that were linked across Survey #1 and Survey #2.

The surveys gauge attendees' knowledge and perceptions of the clinical research process before and after experiencing the exhibit.

The surveys are available in [six languages](#) to aid accessibility. Of the valid responses, 33 visitors completed the surveys in [Spanish](#), one person completed the surveys in [Portuguese](#), and one person completed the surveys in [Arabic](#), with the rest of visitors completing in English.

Respondents were also given the choice to opt into [email](#) communications from CISCRP and our sponsors. After viewing the exhibit, 398 people signed up for the newsletters.



# Key Highlights



Over **2,000** visitors and **773** complete and linked survey responses



**71%** of respondents identified as belonging to a **racial minority** community



Respondents reporting 'very good' understanding of the term 'clinical research' **more than doubled** from **36%** to **63%** after experiencing the exhibit



Willingness to participate in clinical research ('Somewhat/Very Willing') increased from **77%** to **84%** after experiencing the exhibit

# The Visitors



# Respondent Characteristics (n=773)

<b>City</b>	Boston Newark Buffalo Fayetteville	N=95 N=267 N=169 N=242
<b>Race/Ethnicity (Select all that apply)</b>	Black or African American White Hispanic or Latino American Indian or Alaska Native Asian Native Hawaiian or Pacific Islander Other/Prefer Not to Answer	48% (N=374) 29% (N=223) 10% (N=81) 7% (N=54) 5% (N=37) 1% (N=10) 7% (N=50)
<b>Education Level</b>	Less than high school/GED or equivalent High school/GED or equivalent Technical school/Associate's Degree Bachelor's Degree Graduate school/Professional Degree Other/Prefer not to answer	2% (N=19) 32% (N=246) 19% (N=147) 25% (N=195) 17% (N=132) 5% (N=34)
<b>Gender</b>	Male Female Other/Prefer not to Answer	31% (N=241) 68% (N=522) 1% (N=10)

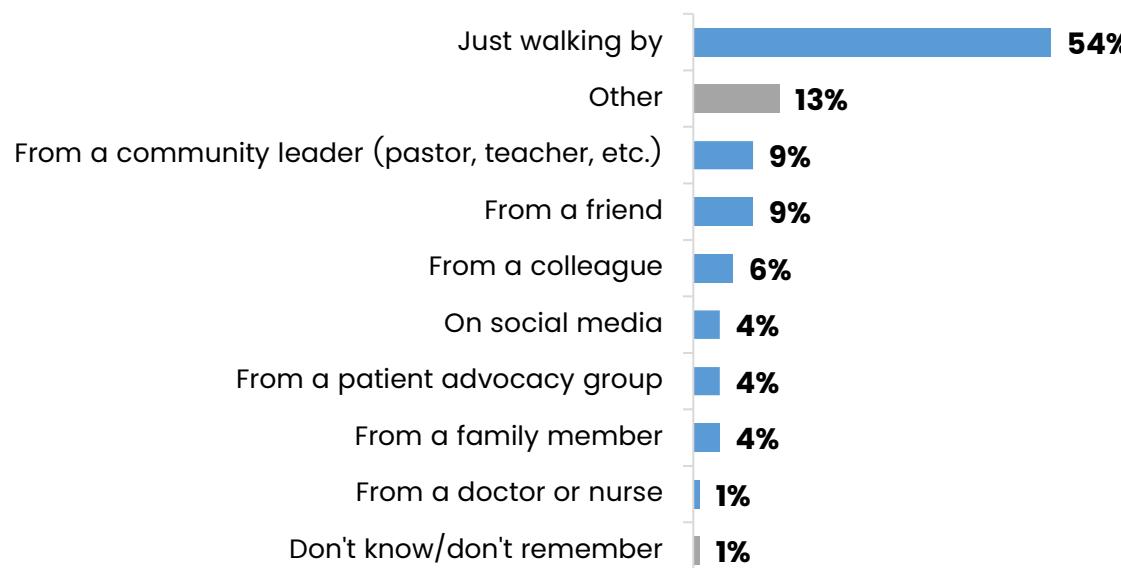
<b>Age Group</b>	18-34 35-44 45-54 55-64 65 and above	22% (N=172) 18% (N=137) 16% (N=127) 20% (N=153) 24% (N=184)
<b>Role</b>	General member of the public Patient Caregiver to a patient Healthcare or clinical research professional	46% (N=359) 29% (N=228) 14% (N=111) 10% (N=75)
<b>Do you have a medical condition?</b>	Yes No Don't know/prefer not to answer	50% (N=383) 46% (N=352) 5% (N=38)
<b>Clinical Trial Experience</b> <i>Have you ever participated in a clinical trial, also known as a clinical research study?</i>	Yes No Don't know/Don't remember	22% (N=172) 73% (N=566) 5% (N=35)
<b>Clinical Trial Awareness</b> <i>In the last month, do you remember seeing/hearing about a clinical research study looking for volunteers (participants)?</i>	Yes No Don't know/Don't remember	37% (N=287) 56% (N=435) 7% (N=51)

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

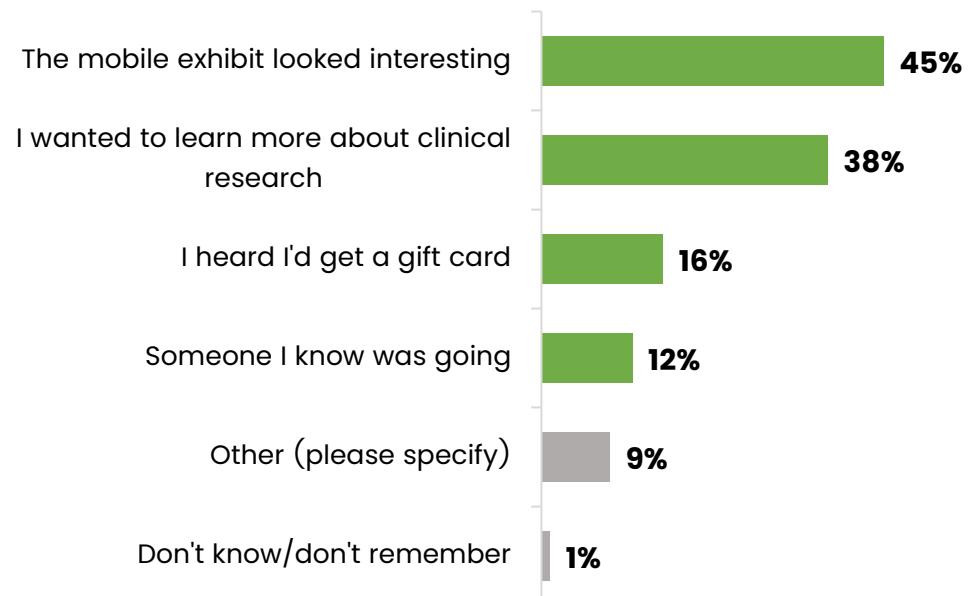
# 2025 JTBH Visitors

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)***



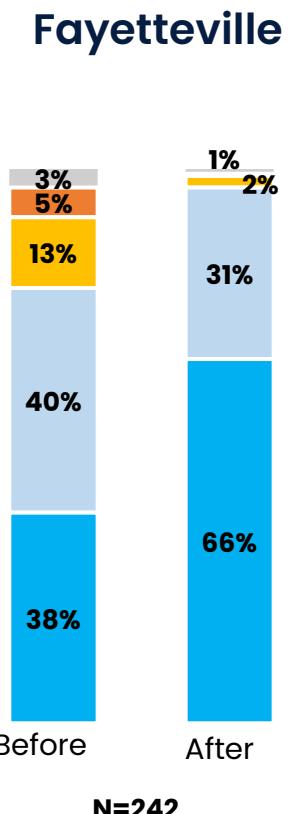
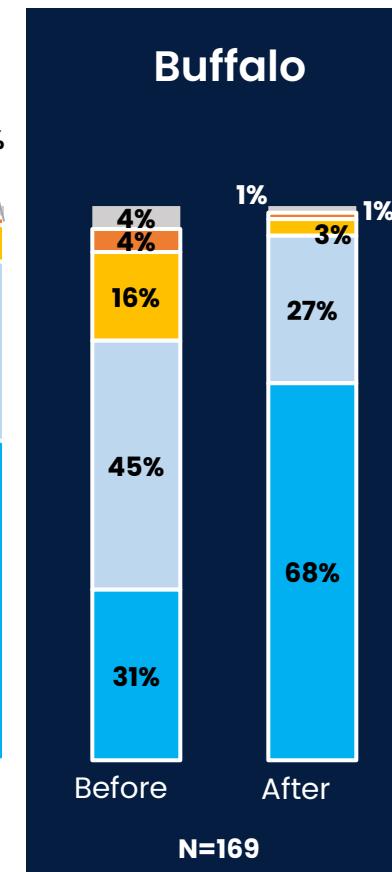
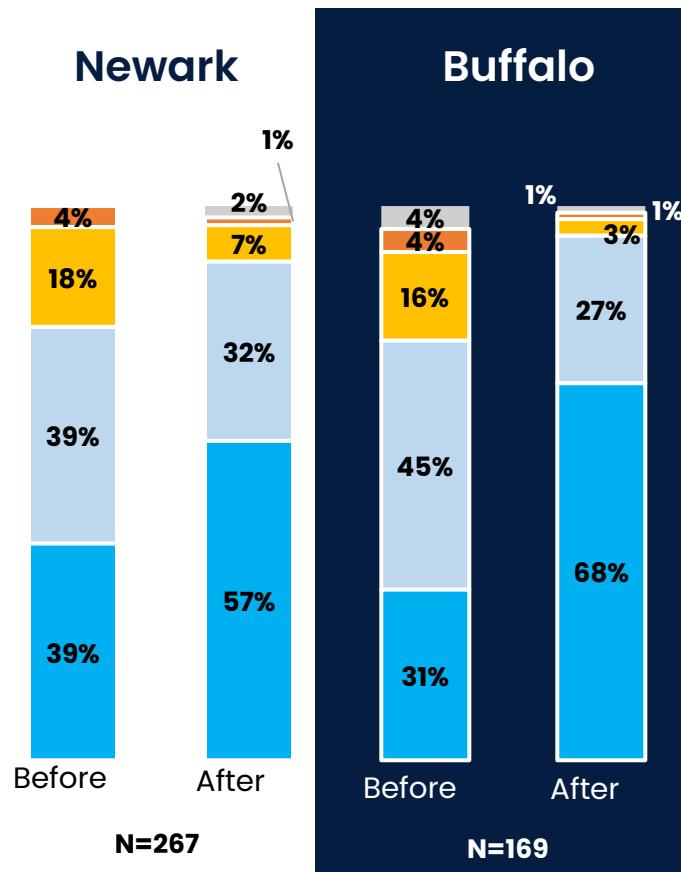
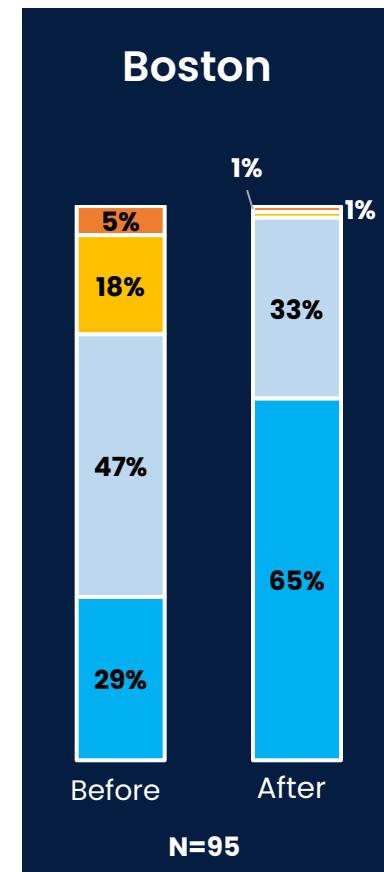
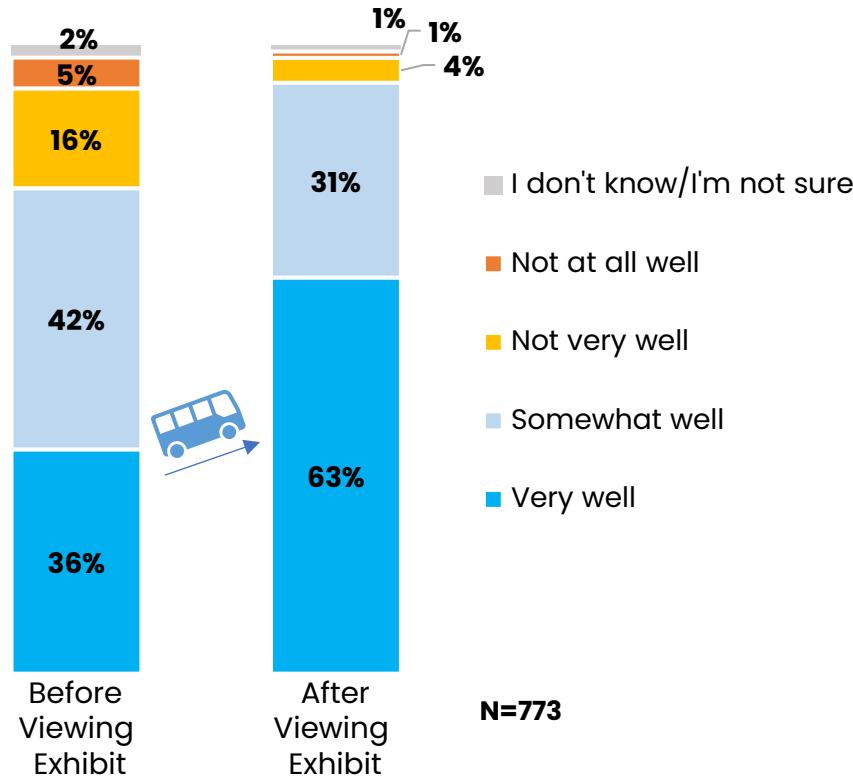
N=773 | Base: All respondents (Survey 1)



# Improved Understanding of Clinical Research

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

## 2025 Overall Impact

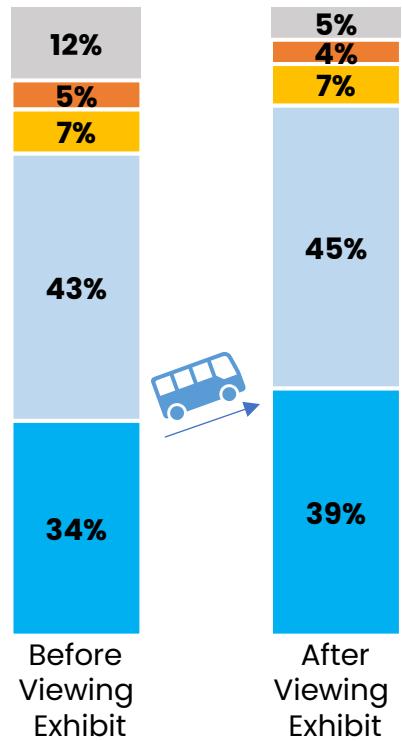


Base: All complete, valid responses with ID numbers that matched across both surveys. Percentages may not add to 100% due to rounding.

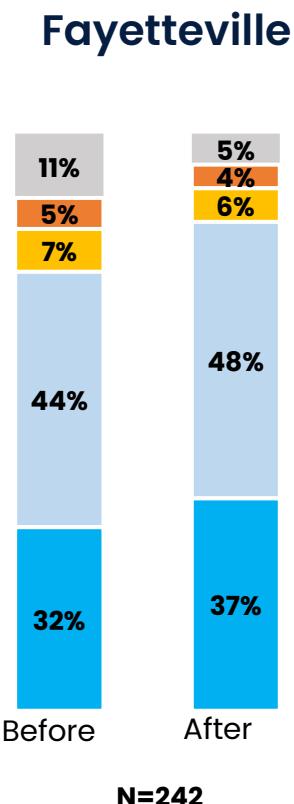
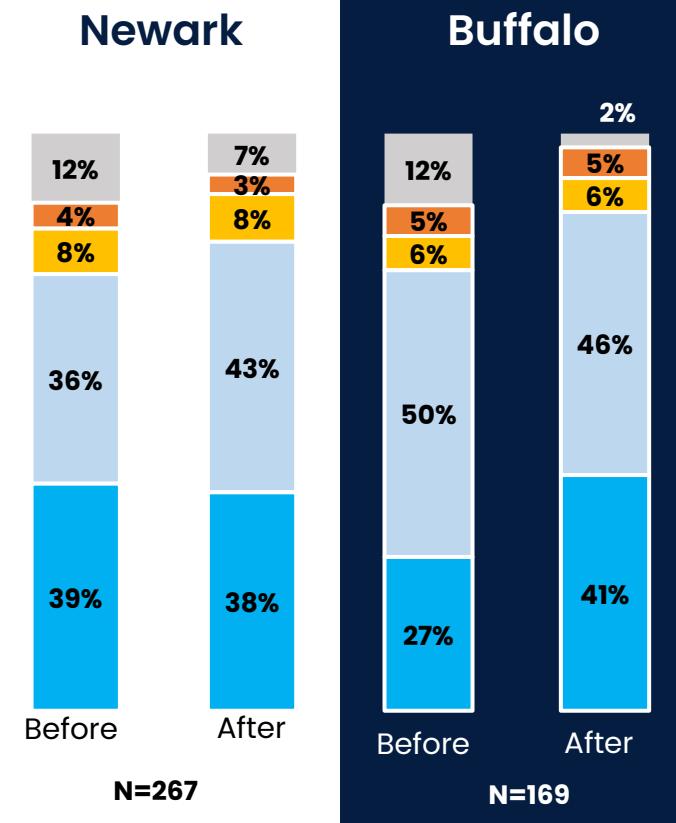
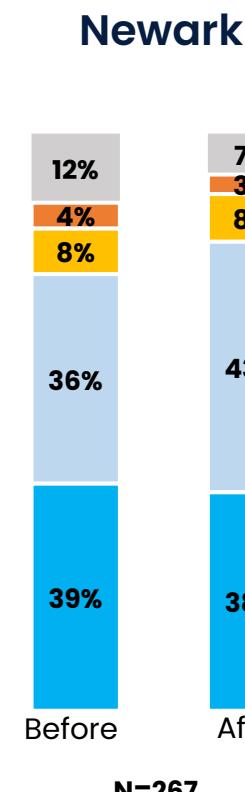
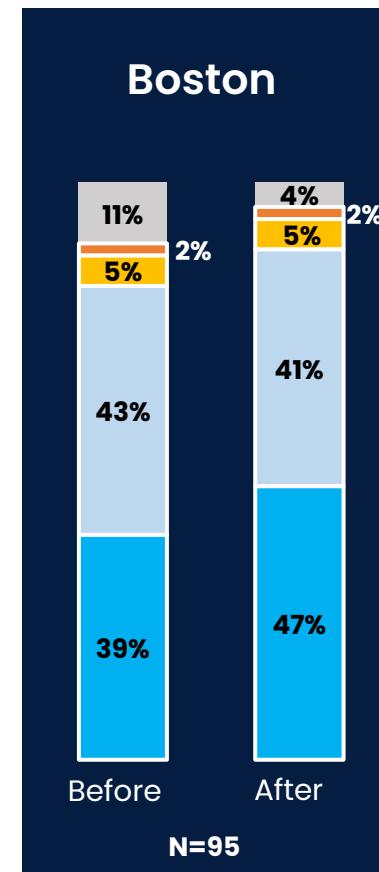
# Increased Willingness to Participate in a Clinical Trial

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

## 2025 Overall Impact



- I don't know/I'm not sure
- Not at all willing
- Not very willing
- Somewhat willing
- Very willing

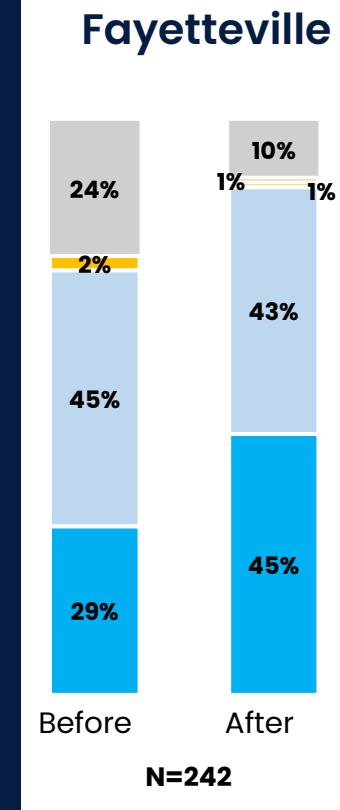
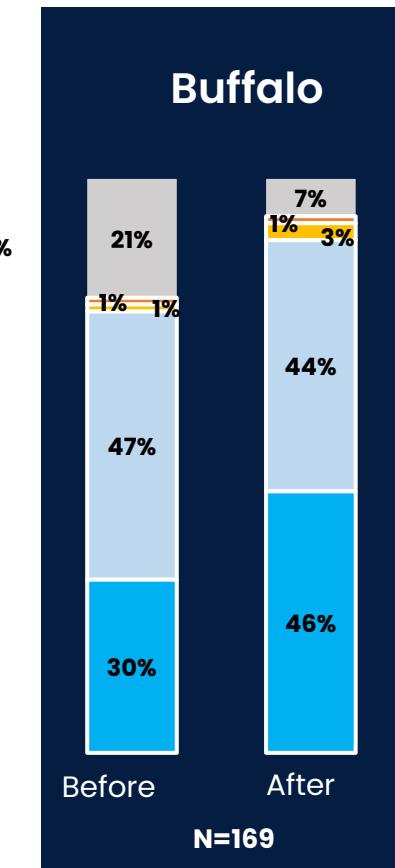
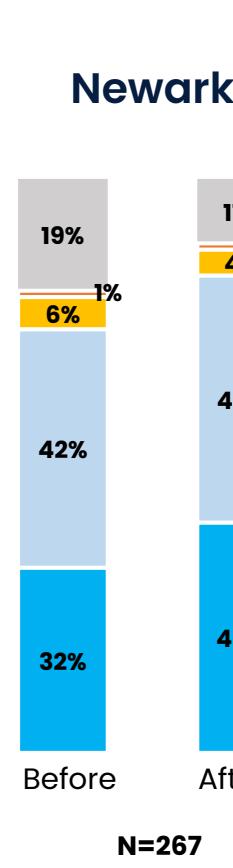
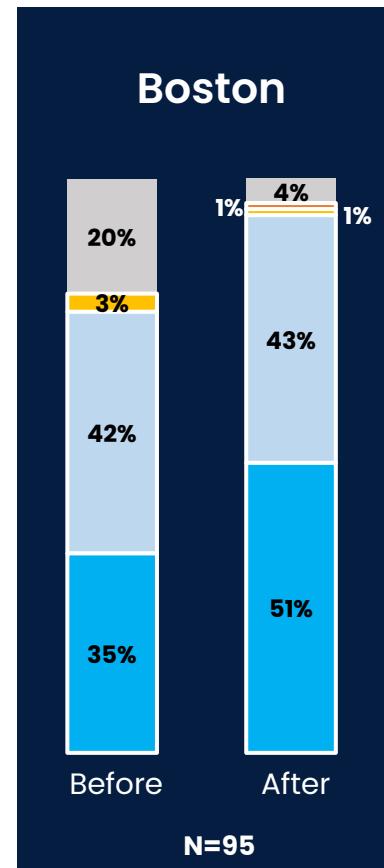
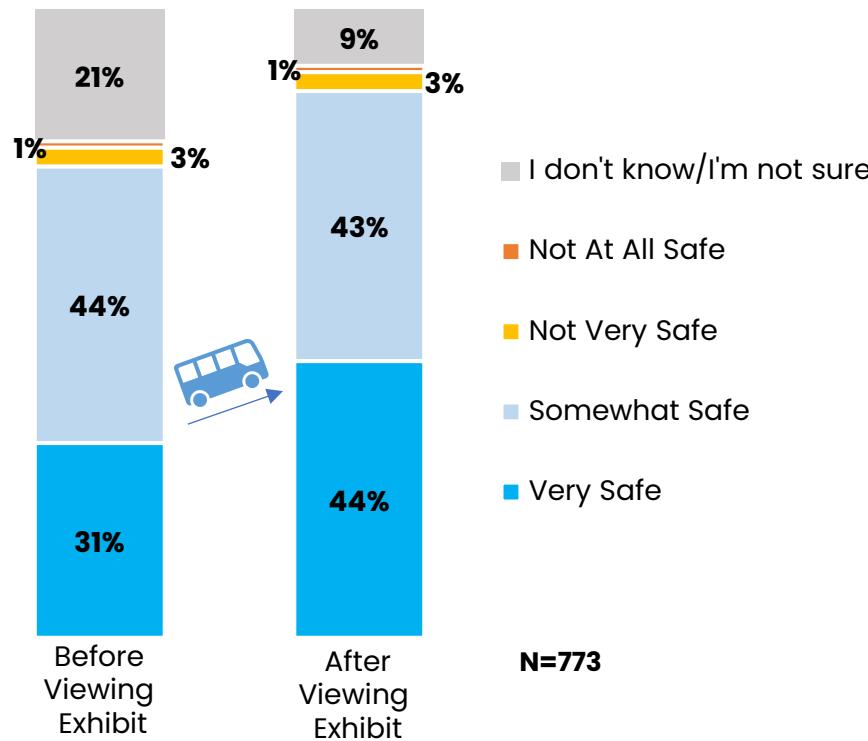


Base: All complete, valid responses with ID numbers that matched across both surveys. Percentages may not add to 100% due to rounding.

# Improved Perceptions of Clinical Trial Safety

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

## 2025 Overall Impact

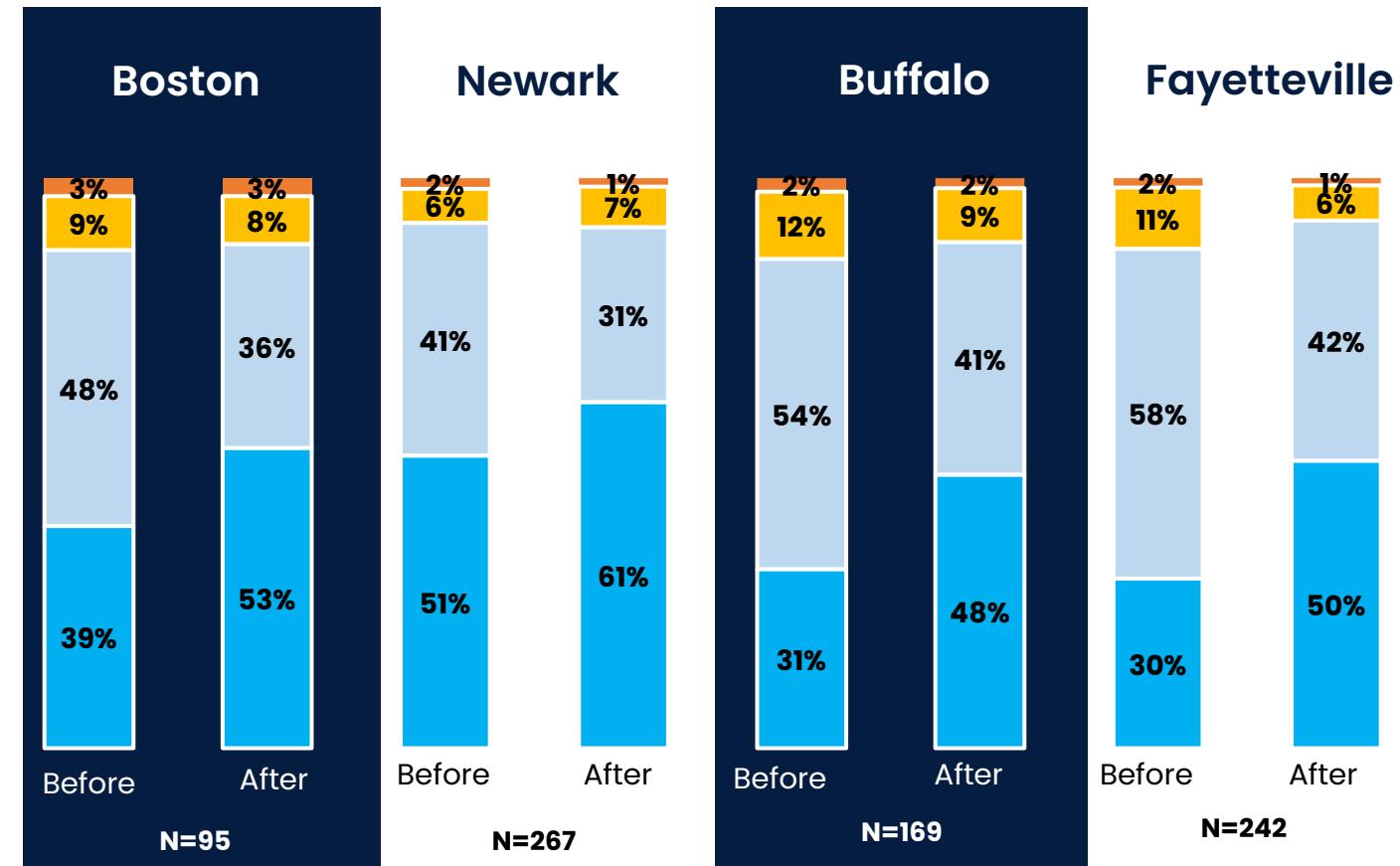
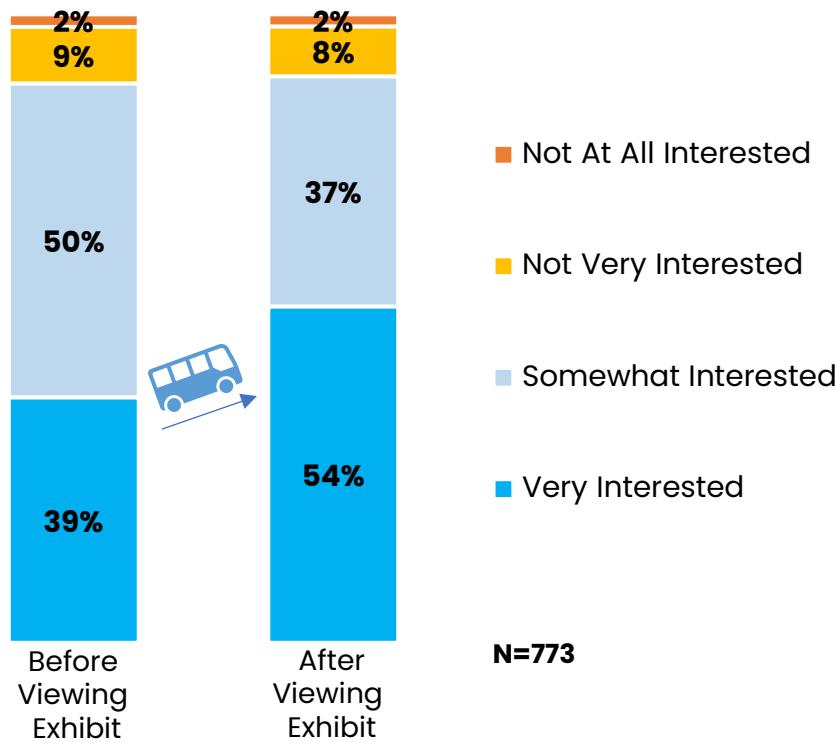


Base: All complete, valid responses with ID numbers that matched across both surveys. Percentages may not add to 100% due to rounding.

# Increased Interest in Learning More about Clinical Research

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

## 2025 Overall Impact



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

# Improved Likeliness to Take Next Steps Toward Participation

*Since experiencing this mobile exhibit, how likely are you to search online for clinical research opportunities? How likely are you to talk to someone about clinical research?*

## 2025 Overall Impact

**79%**

**'Somewhat' or 'Very Likely' to search online for clinical research opportunities**

**86%**

**'Somewhat' or 'Very Likely' to talk to someone about clinical research (e.g., family, friends, their doctor, or a community leader)**

**N=773**

**Boston**

**85%**

'Somewhat' or 'Very Likely' to search online for clinical research opportunities

**88%**

'Somewhat' or 'Very Likely' to talk to someone about clinical research

**N=95**

**Newark**

**81%**

'Somewhat' or 'Very Likely' to search online for clinical research opportunities

**86%**

'Somewhat' or 'Very Likely' to talk to someone about clinical research

**N=267**

**Buffalo**

**69%**

'Somewhat' or 'Very Likely' to search online for clinical research opportunities

**80%**

'Somewhat' or 'Very Likely' to talk to someone about clinical research

**N=169**

**Fayetteville**

**82%**

'Somewhat' or 'Very Likely' to search online for clinical research opportunities

**88%**

'Somewhat' or 'Very Likely' to talk to someone about clinical research

**N=242**

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

*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?*

## 2025 Overall Impact

**75%**

**Yes, I would know who to talk to/where to go for information if I wanted to learn more or enroll in a clinical trial**

N=773

**Boston**

**83%**

Yes, I would know who to talk to/where to go for information if I wanted to learn more or enroll in a clinical trial

N=95

**Newark**

**72%**

Yes, I would know who to talk to/where to go for information if I wanted to learn more or enroll in a clinical trial

N=267

**Buffalo**

**74%**

Yes, I would know who to talk to/where to go for information if I wanted to learn more or enroll in a clinical trial

N=169

**Fayetteville**

**75%**

Yes, I would know who to talk to/where to go for information if I wanted to learn more or enroll in a clinical trial

N=242

# The Experience



# Highly Rated Experience and High Likelihood to Recommend JTBH to Friends and Family

*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?*

## 2025 Overall Experience Ratings

**95%**

Would rate their experience as 'Excellent' or 'Very Good,' with the majority (65%) rating their experience as 'Excellent'

**96%**

'Somewhat' or 'Very Likely' to recommend the mobile exhibit to friends and family, with the majority (73%) 'Very Likely' to recommend

N=773

### Boston

**96%**

Would rate their experience as 'Excellent' or 'Very Good'

**94%**

'Somewhat' or 'Very Likely' to recommend the exhibit to friends and family

N=95

### Newark

**91%**

Would rate their experience as 'Excellent' or 'Very Good'

**95%**

'Somewhat' or 'Very Likely' to recommend the exhibit to friends and family

N=267

### Buffalo

**98%**

Would rate their experience as 'Excellent' or 'Very Good'

**96%**

'Somewhat' or 'Very Likely' to recommend the exhibit to friends and family

N=169

### Fayetteville

**98%**

Would rate their experience as 'Excellent' or 'Very Good'

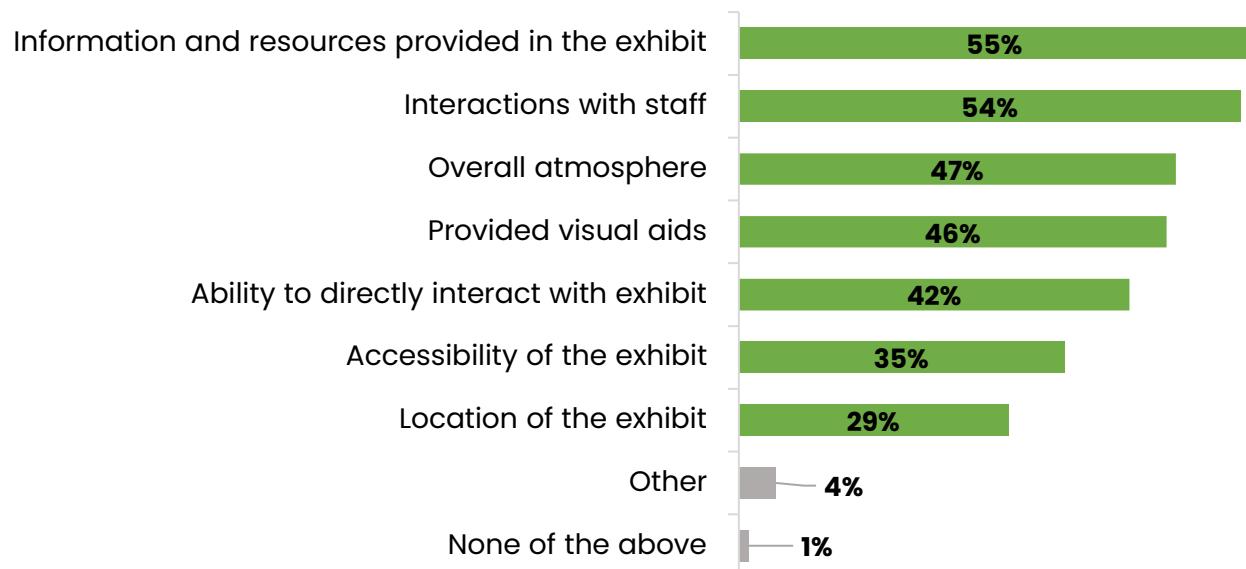
**98%**

'Somewhat' or 'Very Likely' to recommend the exhibit to friends and family

N=242

# 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)

73% selected  
'None of the  
above'

# THANK YOU

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

