

Journey to Better Health 2025 Impact Report

Table of Contents

[About the Exhibit](#)

[About the Events](#)

[About the Community Engagement](#)

[About the Impact Surveys](#)

[Key Highlights](#)

[The Visitors](#)

[The Impact](#)

[The Experience](#)

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 CISC RP 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



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



95% rated the overall experience as '**Very Good**' or '**Excellent**'

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)

City	Boston Newark Buffalo Fayetteville	N=95 N=267 N=169 N=242
Race/Ethnicity (Select all that apply)	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)
Education Level	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)
Gender	Male Female Other/Prefer not to Answer	31% (N=241) 68% (N=522) 1% (N=10)

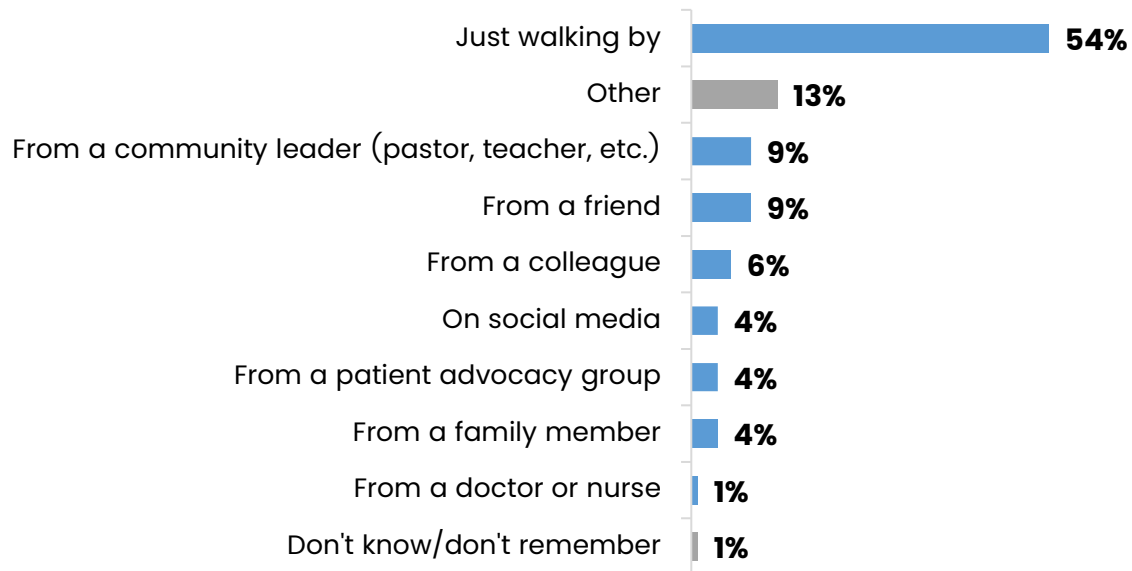
Age Group	18-34 35-44 45-54 55-64 65 and above	22% (N=172) 18% (N=137) 16% (N=127) 20% (N=153) 24% (N=184)
Role	General member of the public Patient Caregiver to a patient Healthcare or clinical research professional	46% (N=359) 29% (N=228) 14% (N=111) 10% (N=75)
Do you have a medical condition?	Yes No Don't know/prefer not to answer	50% (N=383) 46% (N=352) 5% (N=38)
Clinical Trial Experience <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)
Clinical Trial Awareness <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.

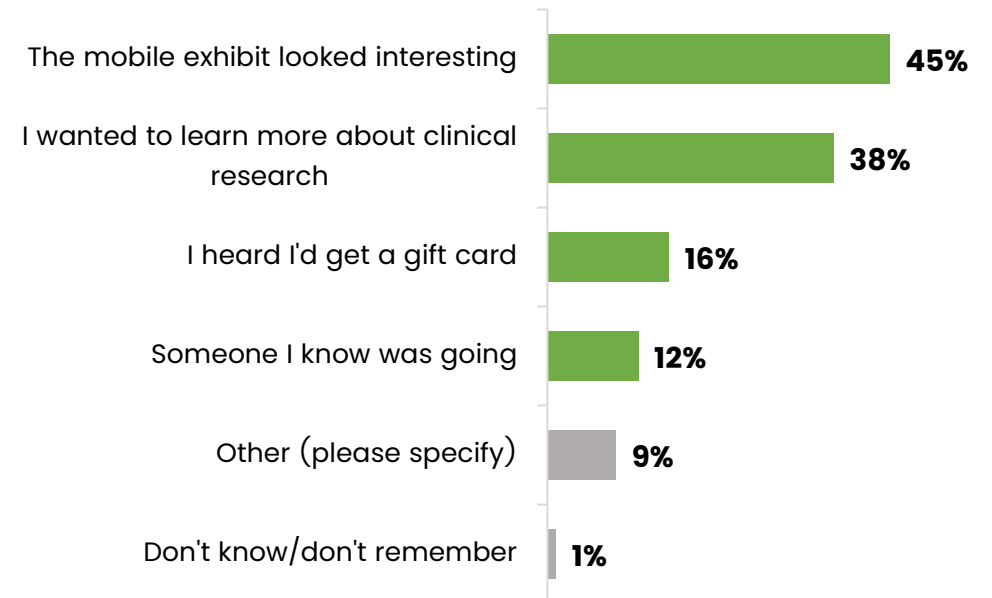
2025 JTBH Visitors

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)



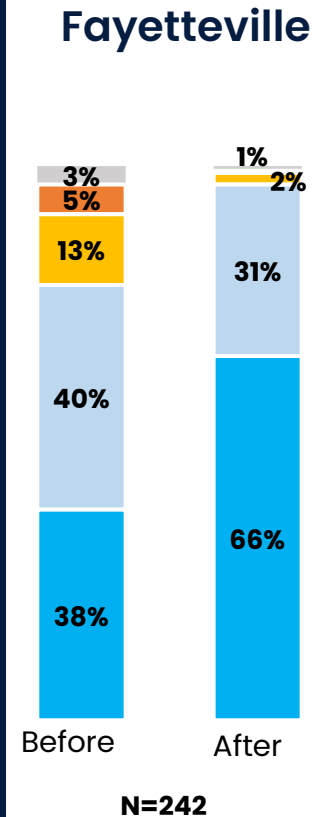
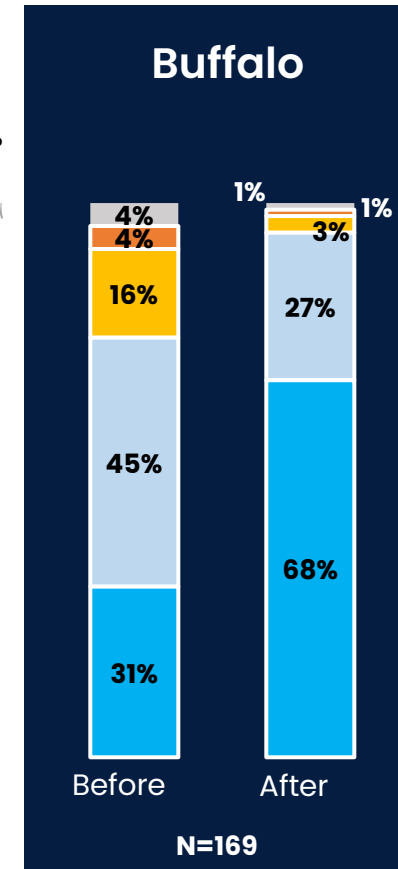
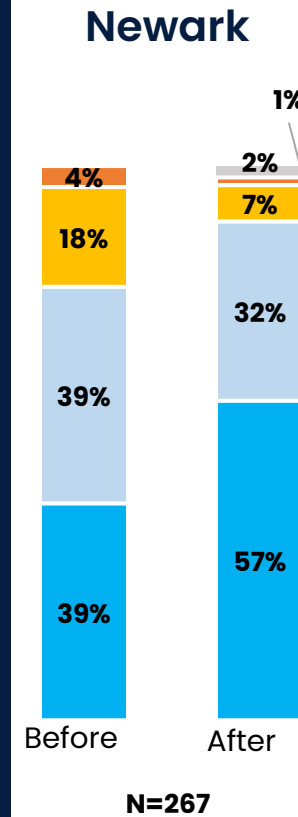
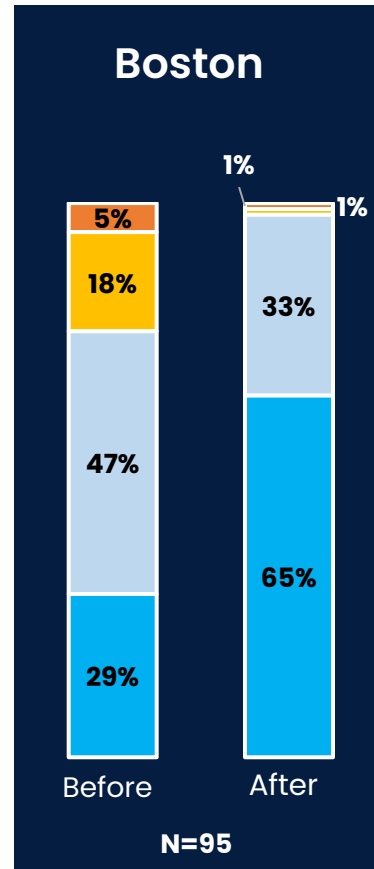
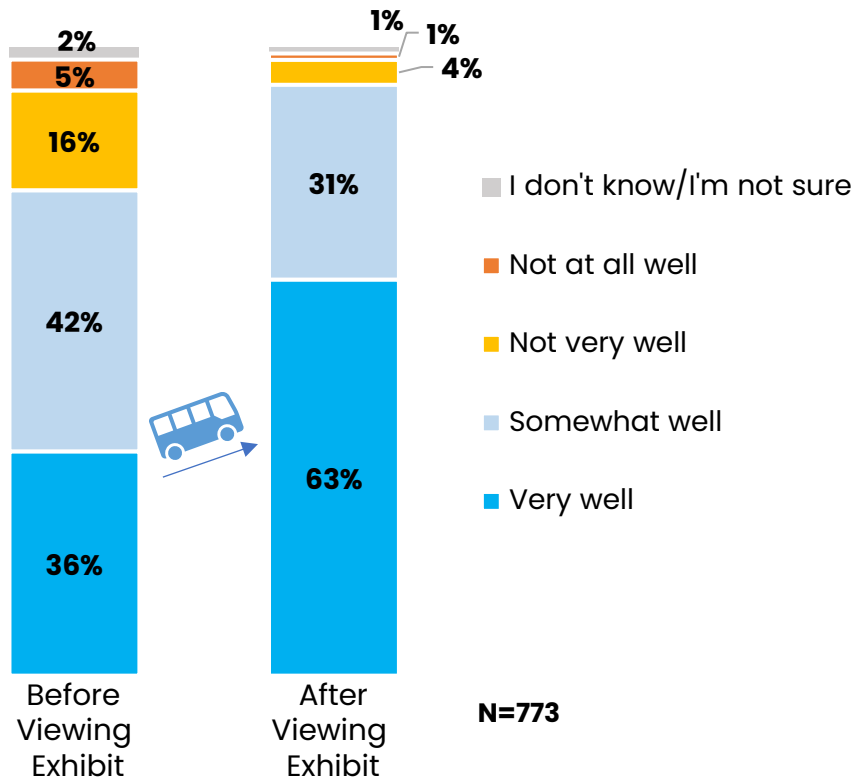
The Impact



Improved Understanding of Clinical Research

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

2025 Overall Impact

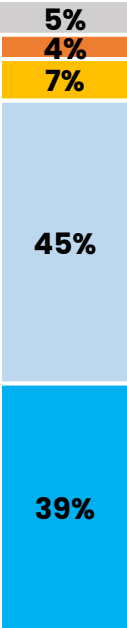
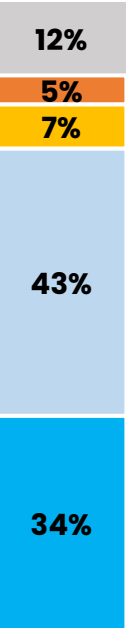


Base: All complete, valid responses with ID numbers that matched across both surveys. Percentages may not add to 100% due to rounding.

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



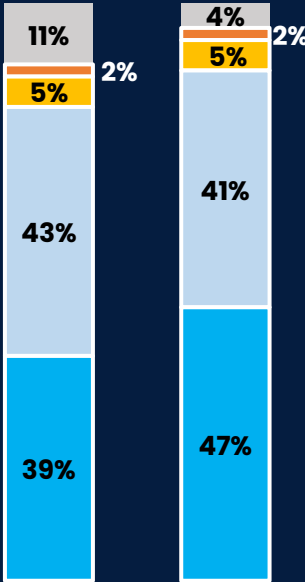
■ I don't know/I'm not sure
■ Not at all willing
■ Not very willing
■ Somewhat willing
■ Very willing

N=773

Before
Viewing
Exhibit

After
Viewing
Exhibit

Boston



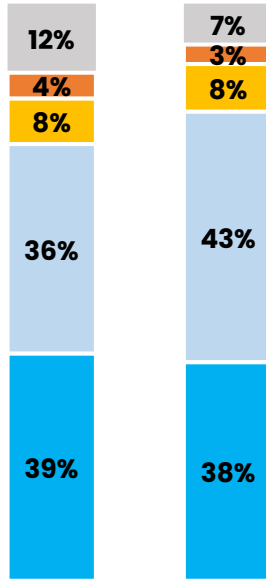
Before

N=95



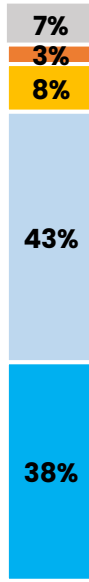
After

Newark



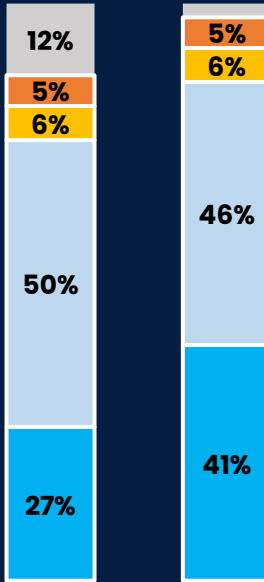
Before

N=267



After

Buffalo



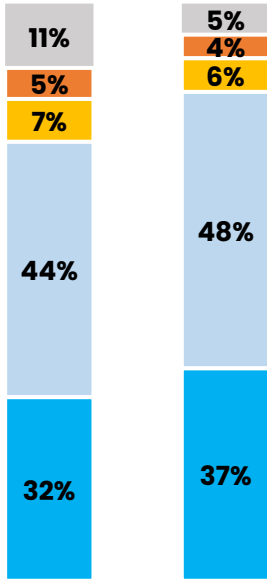
Before

N=169



After

Fayetteville



Before

N=242



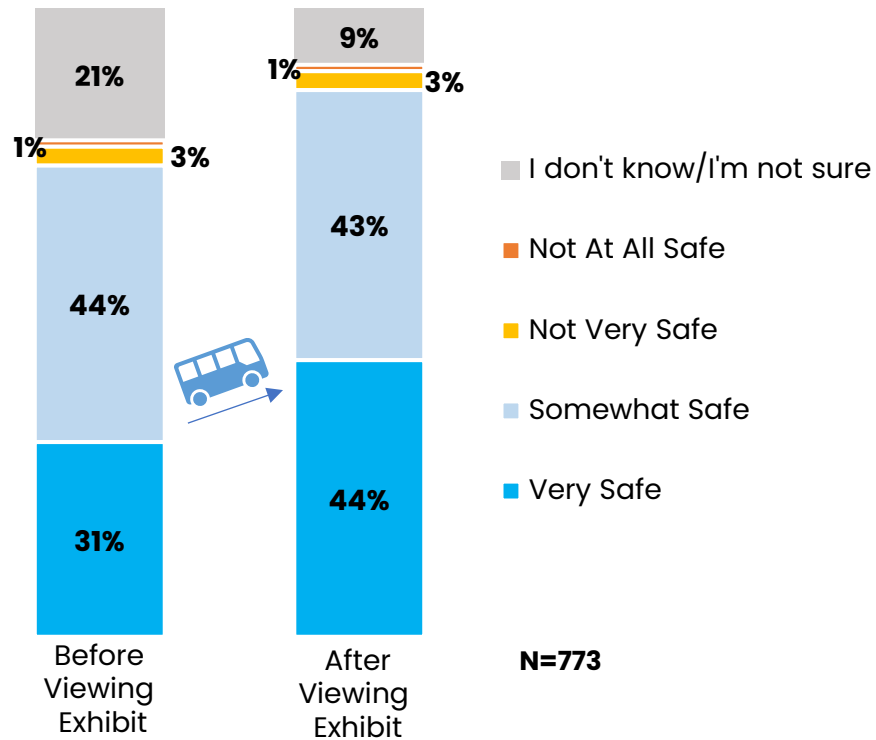
After

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

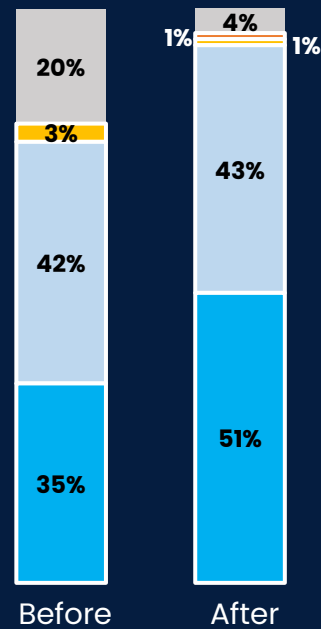
Improved Perceptions of Clinical Trial Safety

In your opinion, how safe are clinical research studies?

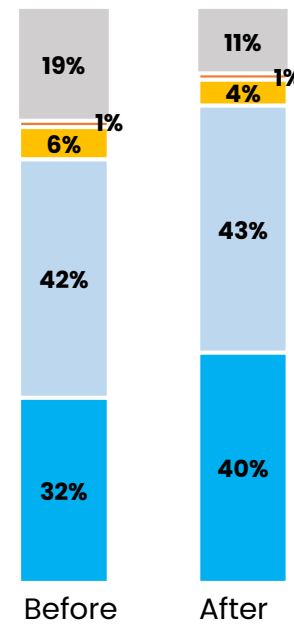
2025 Overall Impact



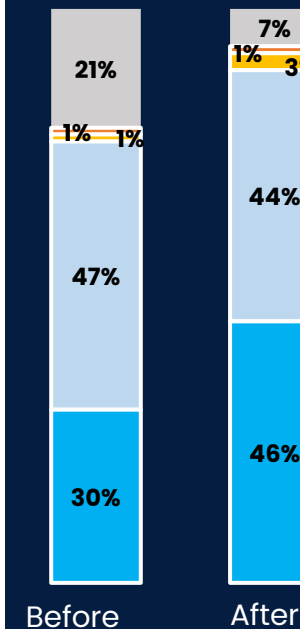
Boston



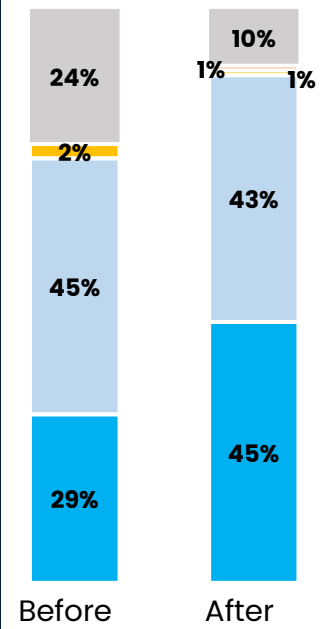
Newark



Buffalo



Fayetteville

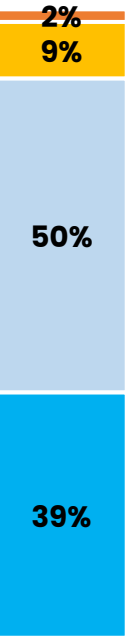


Base: All complete, valid responses with ID numbers that matched across both surveys. Percentages may not add to 100% due to rounding.

Increased Interest in Learning More about Clinical Research

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

2025 Overall Impact



■ Not At All Interested
■ Not Very Interested
■ Somewhat Interested
■ Very Interested

N=773

Boston



Before



After

N=95

Newark



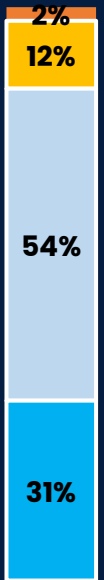
Before



After

N=267

Buffalo



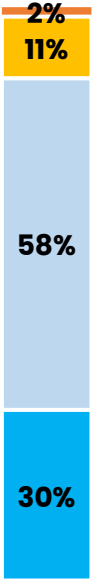
Before



After

N=169

Fayetteville



Before



After

N=242

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

Improved Likelihood 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

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

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%

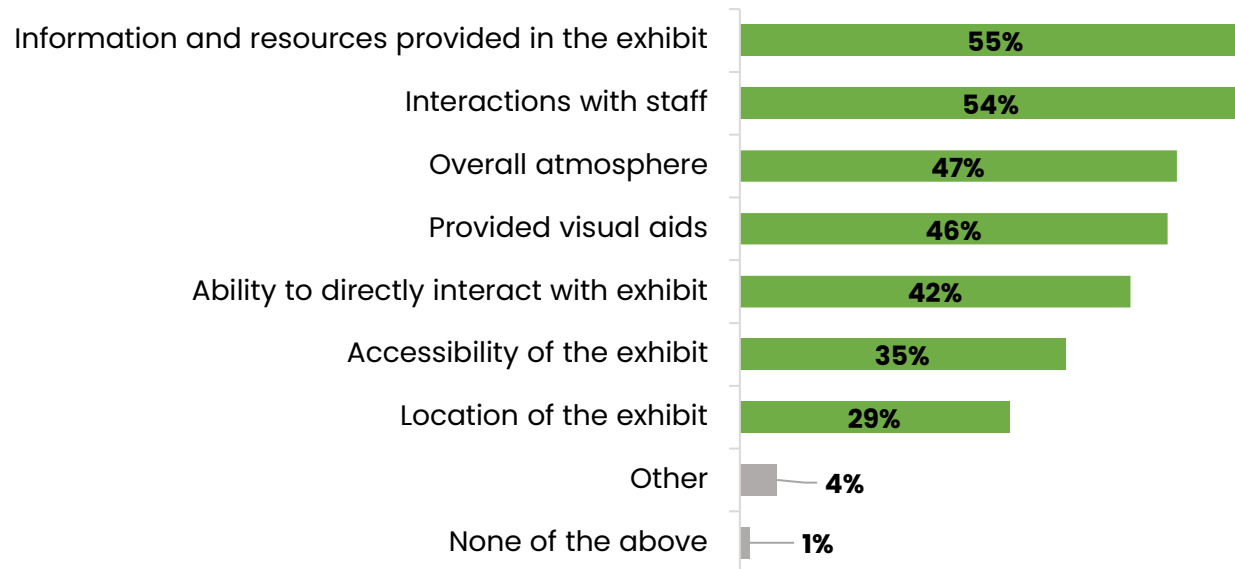
'Somewhat' or 'Very Likely' to recommend the exhibit to friends and family

N=242

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 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'**

N=773 | Base: All respondents (Survey 2)

THANK YOU

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

