



# Community Forum Highlights

Harrison County  
July 27, 2023

The Community Forums promote bi-directional communication that aids with community-identified health issues and matches those communities with researchers who can partner for community-engaged solutions.

## COMMUNITY OVERVIEW

- Housing issues in the community
- The community lacks the necessary resources and awareness of resources that are available
- There is a lot of stigma in the community



## COMMUNITY STRENGTHS

- The Clarksburg Mission is a real strength of the community
- Everyone knows each other which is a real strength
- Health department getting more involved in the community

## BARRIERS TO CLINICAL TRIALS

- Fear of not having the knowledge to participate
- Need to provide incentives
- Seen as complicated
- Not accessible to the community

## COMMUNITY HEALTH PRIORITIES

- Access to care
- Addiction
- Mental health
- Trauma
- Homelessness



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## IMPRESSIONS ON RESEARCH

- Researchers need to talk to community members where they are
- Community members would participate in research but it needs to matter to the community
- Need to have results provided back to the community
- Research needs to be accessible & convenient for community members
- Use text messages for recruitment with opt-in or out option

## SHARING RESEARCH RESULTS

- All social media is being used by the community with Facebook being the most popular
- Need to target stakeholders and opinion leaders
- Tailor communications to the community members involved
- Use gathering places such as senior centers and coffee shops for sharing results and information

## MEDICAL MISTRUST

- Most are skeptical of healthcare
- Health literacy is low in the community
- Social media has led to a rise in medical mistrust but community relies on it for information



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