



# Community Forum Highlights

Charleston, WV  
May 18, 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.

## IMPRESSIONS ON RESEARCH

- Approximately 50% of the participants knew that research was going on in their community
- Community members need to feel supported when participating in research
- Researchers should try to incentivize participation
- Researchers need to work with community organizations that are trusted
- Research approach often overlooks specific communities such as senior living facilities

## BARRIERS TO CLINICAL TRIALS

- Lack of access
- Problems with transportation
- Lack of knowledge
- Fear of the unknown
- Lack of information about opportunities to participate

## COMMUNITY HEALTH PRIORITIES

- Cost of healthcare
- Lack of transportation to receive care
- Competing priorities other than health
- Low education/health literacy



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EXTENSION



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## SHARING RESEARCH RESULTS

- **Must use communications that are specific/tailored to the community**
- **Create messaging to help people understand the lasting impact of study participation**
- **Need to consider issues with internet access**

## MEDICAL MISTRUST

- **Researchers need to be culturally sensitive when engaging providers in communities**
- **The media misinformation has resulted in an immediate lack of trust in the medical community**
- **There has not been any increase in trust after the pandemic**
- **Communities have continued concerns/fears of getting back out in the community due to the stigma of COVID**



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