



Community Forum Highlights

Raleigh County
August 29, 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

- Hub of Southern WV
- Medical and retail center for Southern WV
- Access to WVU Tech and Erma Byrd Center



COMMUNITY STRENGTHS

- Welcoming community to outsiders
- Establishment of a “Communiversities”
- Community infrastructure around Beckley WV
- Many active churches and humanitarian organizations
- Access to the largest homeless center in WV

BARRIERS TO CLINICAL TRIALS

- Need to provide incentives
- Not accessible to the community

COMMUNITY HEALTH PRIORITIES

- STD Issues
- Addiction
- Obesity
- Diabetes
- Homelessness



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PARTNERING FOR BETTER HEALTH



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IMPRESSIONS ON RESEARCH

- Researchers need to meet community members where they are
- Need to have more “front porch” talk to engage communities
- Need to engage churches in the community as they are a trusted entity
- Research needs to be accessible to the community and language needs to be easy to understand
- Community members feel like test subjects in research

SHARING RESEARCH RESULTS

- All social media is being used by the community with Facebook being the most popular
- Links to short videos summarizing research results would be helpful
- Tailor communications to the community members involved - storytelling
- Traditional means like direct mail are still effective

MEDICAL MISTRUST

- Most are skeptical of healthcare since it has been politicized
- Community members use Google and social media for healthcare
- Belief in medicine is at all-time low
- Do not trust insurance companies



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EXTENSION



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