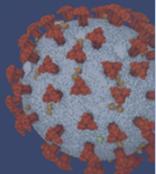
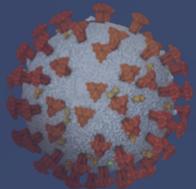


COVID-19
Prevention Network



Putting Community First: Trustworthiness, Diversity and Inclusion

Michele Andrasik, PhD

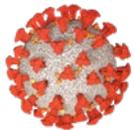
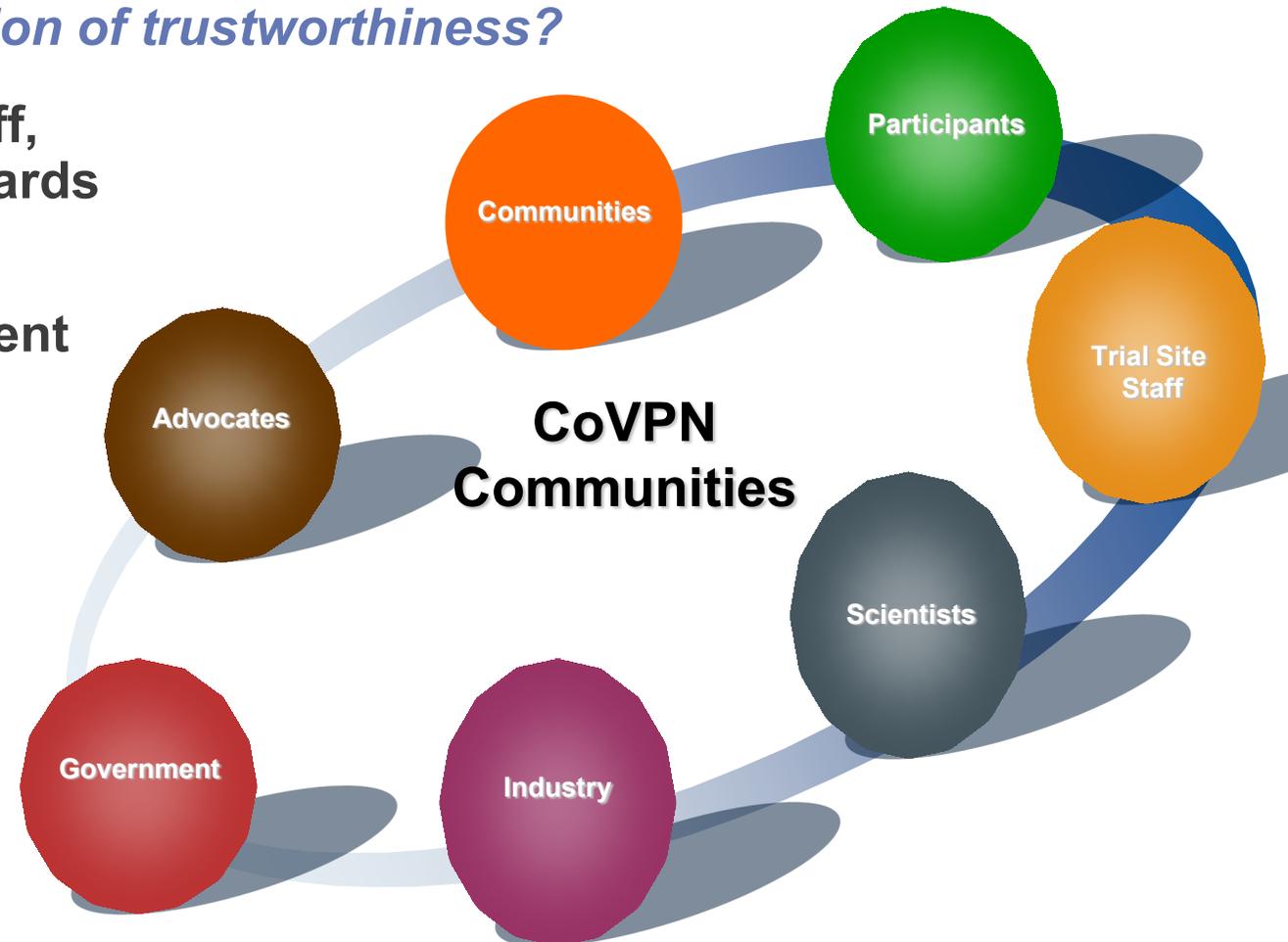
**Director, Social & Behavioral Science Research & Community
Engagement, CoVPN, HVTN**

**Fred Hutchinson Cancer Research Center
Vaccine and Infectious Disease Division**

Community Engagement

Core belief: Engaging with community members consistently and continuously fosters trust and mutual understanding.

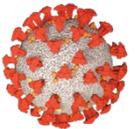
- *What are you doing to establish a reputation of trustworthiness?*
- Shared responsibility with leadership, staff, community stakeholders and advisory boards and Network staff
- Development of locally-focused engagement plans to reach diverse populations
- Utilize best practices and lessons learned as a foundation



#1: Identifying and Engaging with Priority Populations

- Race
- Age
- Housing Density
- Occupational Engagement
- People with pre-existing health conditions
- Communities experiencing health disparities
- Access to Resources

- Many individuals have multiple intersecting identities - ***INTERSECTIONALITY***
- All activities are tailored for each of these vital priority populations
- Priority populations require varying:
 - Outreach
 - Engagement
 - Recruitment approaches
- Building and maintaining relationships with experts working with these groups



#2: Utilization of Community-Based Participatory Research (CBPR) Approaches to Develop Materials

➤ ***Comprehensible Information***

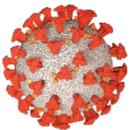
- Ensuring comprehension of efficacy results – prevention of severe disease vs. prevention of infection
- Understanding safety protocols
- Understanding how to navigate the healthcare system
- Who to reach out to in your clinic

➤ ***Inclusion***

- Native **and** Indigenous
- Asian **and** Pacific Islander

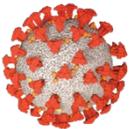
➤ ***Respectful Language***

- Older Adult vs. elderly
- Priority populations vs. target populations
- Participants/Volunteers vs. Subjects



#3: Involving Community Early and Often

- I. Convening Priority Population Expert Panels**
- II. Convening Community Working Groups with research familiarity for discussion**
- III. Establishing a Robust Faith Initiative**



#4: Communications Creatives and Community Influencers

- Lift up the voices of people with lived experiences
- Communications Tool Kit
 - Message research and testing
 - Informed by community expertise and listening sessions
 - Responsive to community feedback
 - African American focused marketing & PR
 - Targeting media channels preferred by AA audiences
 - Leveraging Champion voices and platforms
 - Media relations
 - Spokespeople events (virtual)
 - Speaker series with faith community
 - Advertising
 - Localized on radio, news and social sites
 - Social media
 - Organic and paid, localized to priority communities



#5: Engaging Stakeholders & Building Trust

A. Convening Community Listening Sessions (ongoing and iterative)

- Opportunities for community to hear research updates

B. Virtual Town Halls/Webinars

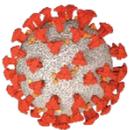
- Education sessions presenting and discussing community-level considerations for research engagement

C. Grass Roots Organizations working on HIV and Social Justice

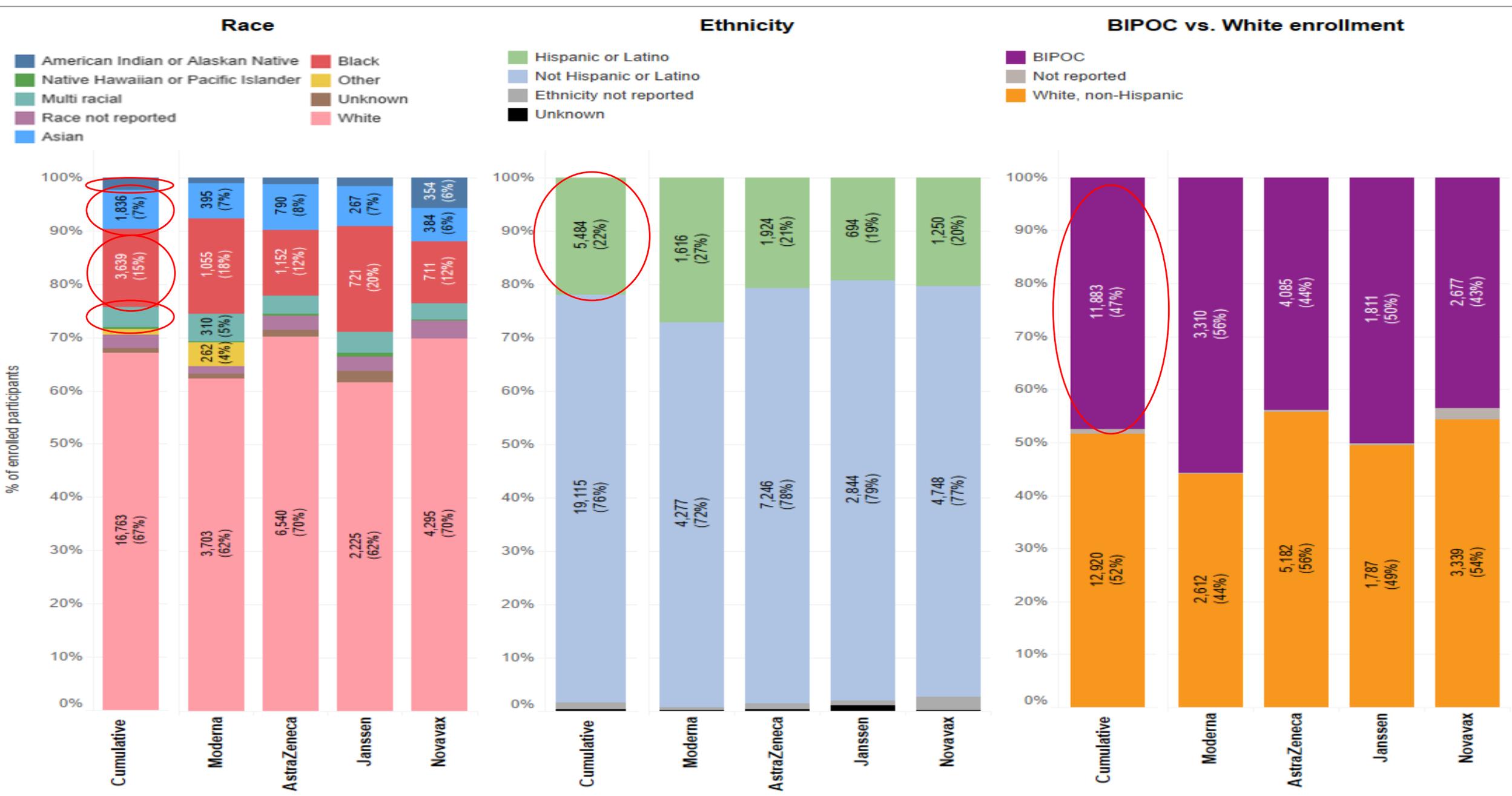
D. National Organizations (not an exhaustive list)

- AARP, NAACP, National Urban League, YWCA/YMCA, National Medical Association, Black AIDS Institute, 100 Black Men of America, BlackDoctor.org, Political Entities (eg, Black Caucus)

E. National Magazines

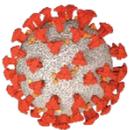


US Diverse Enrollment Across the NIH-funded Moderna, AstraZeneca, J&J, and Novavax trials.



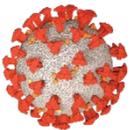
Summary

- **Communities most impacted by COVID-19 have long-standing experiences of social and structural inequities that negatively impact health and wellbeing**
- **To ensure equity:**
 - Recognize the importance of enrolling Black, Native and Latinx participants
 - Studies must report demographics of trial enrollment while they are ongoing
 - Provide appropriate funding to support diversity initiatives
 - Translations, reimbursement for transportation, diverse research workforce, etc.
 - Build trust by engaging communities early and often throughout the process
- **Community Engagement efforts are critical to ensure:**
 - Well-informed communities
 - Community support
 - Meaningful relationships
 - Reciprocal partnerships
 - Increased trust



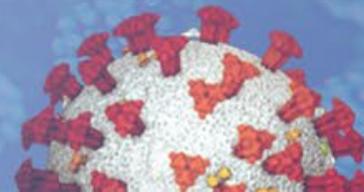
The Way Forward

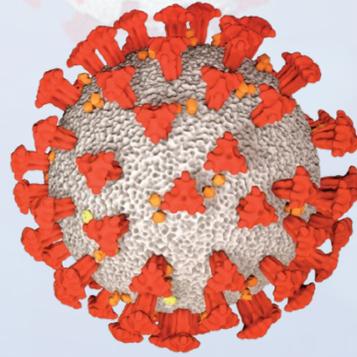
- **Continue to engage communities early and often**
- **Consistent focus on building and maintaining meaningful and reciprocal relationships**
- **Broad inclusion from the beginning (to ensure communities are not excluded)**
- **Establish a network of mobile units**
- **Engage faith/community leaders continuously**
- **Establish contracts with tribal leaders/nations early**
- **Work continuously to build your reputation of trustworthiness**



Acknowledgements

- Thank you to the over 130,000 participants who volunteered for the CoVPN vaccine clinical trials
- A special thanks to our community partners
- Funding for the CoVPN is provided by the National Institutes of Health





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THANK YOU!