

ALZHEIMER'S DISEASE RESEARCH CENTER



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Outreach to the Latino Community: Development and Results of the Community Outreach Program

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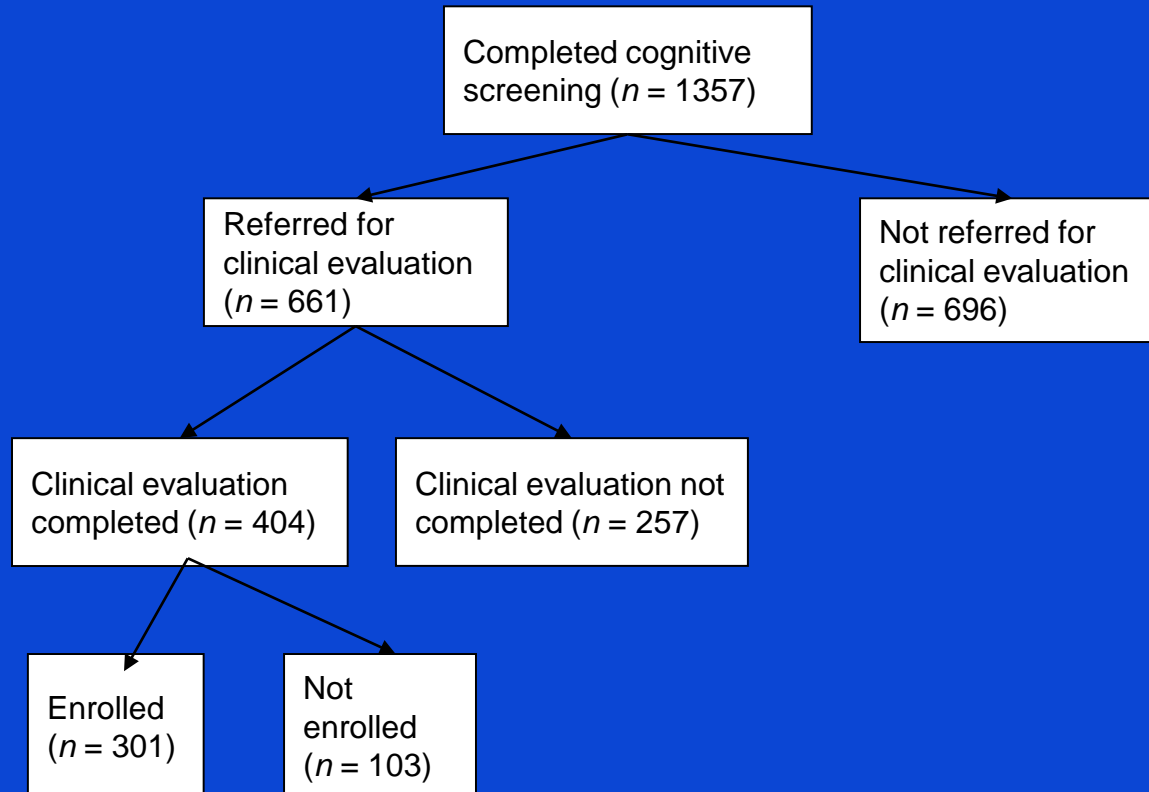
Historical background

- Minority recruitment emphasis began in 1992
- Satellite clinics in clinic settings with referral as recruitment method
- Limited success due to:
 - multiple medical co-morbidities, limited social support, low motivation for research
- Subjects often demented and difficult to enroll in longitudinal research
- 2001 marked shift to a new approach

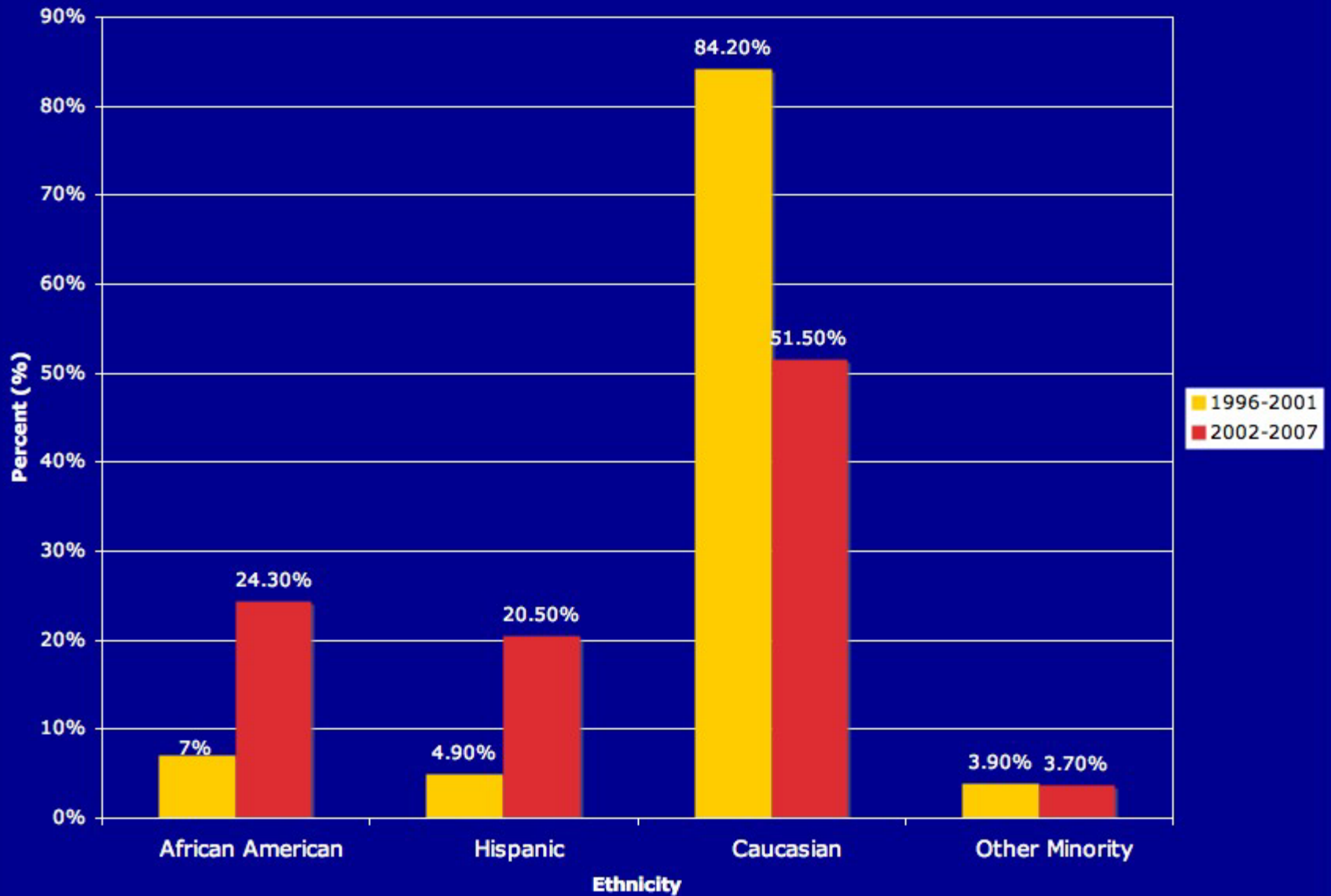
Community Outreach Program

- Active screening in community & healthcare settings
 - Influenced by success of SALSA and SENAS studies
 - Educational presentations at churches, health fairs, etc.
- Removing barriers to participation: e.g., in-home assessment and transportation to clinic
- Hiring bilingual, bicultural staff and clinicians
- New goals of recruitment
 - 1/3 Hispanic, 1/3 Black, 1/3 WNH
 - Range of educational levels
 - Spectrum of cognitive function
- Facilitated by NIA supplement and R01s

Flowchart of Screening Outcomes among Community Outreach Program Recruits 2002-07



Comparison of ADC Participants by Ethnicity



Impact of community outreach program on numbers of minorities recruited

	1996-2001	2002-2007
African-American	33	151
Hispanic	23	127
Caucasian	295	320

Ongoing efforts to retain participants

- Prioritize hiring and retention of bilingual staff and clinicians
- Spanish-language version of newsletter
- Spanish language materials
- Community presentations
- Christmas cards etc...
- Educational events focused on brain health and aging
 - Wellness Forum on Healthy Aging
 - Spanish Mini-medical School

La Mini Facultad de Medicina en Español

- Spanish Mini-Medical School
 - Nationally unique - - 2008 & 2009
- Focus on brain health and aging
- Collaboration with other UCD centers
- Presentations in Spanish by MDs and RNs
- Attendance: 110 (2008), 66 (2009)
 - Many attendees are ADRC participants/families
 - External funding to expand being sought
- Good for retention, staff morale!

Reference

Hinton L, Carter K, Reed BR, Beckett L, Lara E, DeCarli C, Mungas D. Recruitment of a Community-Based Cohort for Research on Diversity and Risk of Dementia. Alzheimer's Disease and Associated Disorders, In Press