

African American Outreach Satellite



Monique M. Williams, MD

Fall ADC Meeting

October 9, 2009



MAPS Personnel

Marie Meisel, RN, MSN, nurse clinician

James Williams, BSW, MPA, social worker

Laura Ahrens, research assistant

History of the AAOS



- The African American Outreach Satellite (AAOS) was funded initially in 1992 as an administrative supplement to the ADRC
 - To provide diagnostic and supportive social services to African Americans and underserved older adults in metropolitan St. Louis
 - Dorothy F. Edwards, PhD, Satellite Leader 1992-2007
 - Monique Williams, MD, Satellite Leader 2007-



History of the AAOS

- Currently, the primary goal of the AAOS is to identify and recruit eligible African American participants for enrollment in ADRC studies in close collaboration with the Education Core and Clinical Core
- Initial objective of the AAOS was to extend the expertise of the ADRC to eliminate barriers to AD diagnosis and access to care
 - Dementia assessment
 - Case management services

History of the AAOS



- Community-based, outreach-oriented recruitment model specifically designed to enroll African American older adults in ADRC studies
- The AAOS has conducted home-based cognitive assessments since its inception
 - To identify and address barriers to research participation
 - To enhance the diversity of the research participant pool and the scope of research at the ADRC

History of the AAOs



- The Satellite has increased awareness of AD and the ADRC in the African American community through:
 - Comprehensive program of outreach and recruitment activities that augment enrollment of African Americans in ADRC studies and improve perceived trustworthiness of the ADRC
 - Sustained network of community partners who are influential advocates for ADRC research participation and serve as a conduit for referrals to the ADRC



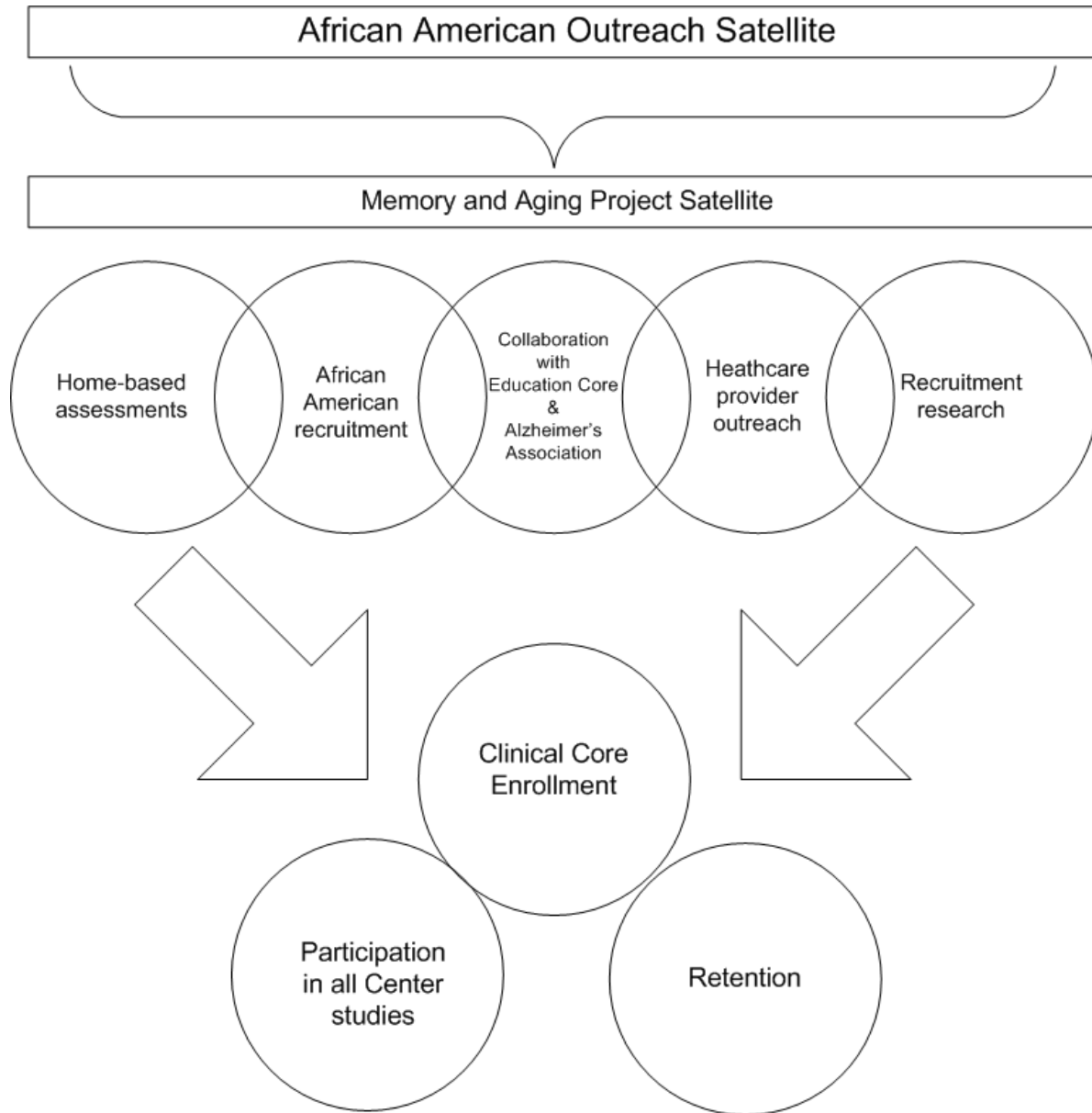
History of the AAOs

- The goals of the Satellite evolved to further emphasize support of African American recruitment and retention efforts
- These efforts were extremely successful
- Concurrent with establishment of LP as a required study, African American enrollment dropped considerably
 - African Americans represented 6% of new participants in 2005

History of the AAOOS



- In response to decreased African American enrollment:
 - LP requirement for African Americans was waived
 - New recruitment and outreach programs
 - Increased number/frequency of programs
 - Increase participation of community organizations in the development of content and format
 - Customized recruitment and outreach programs
 - Modification of healthcare provider programs



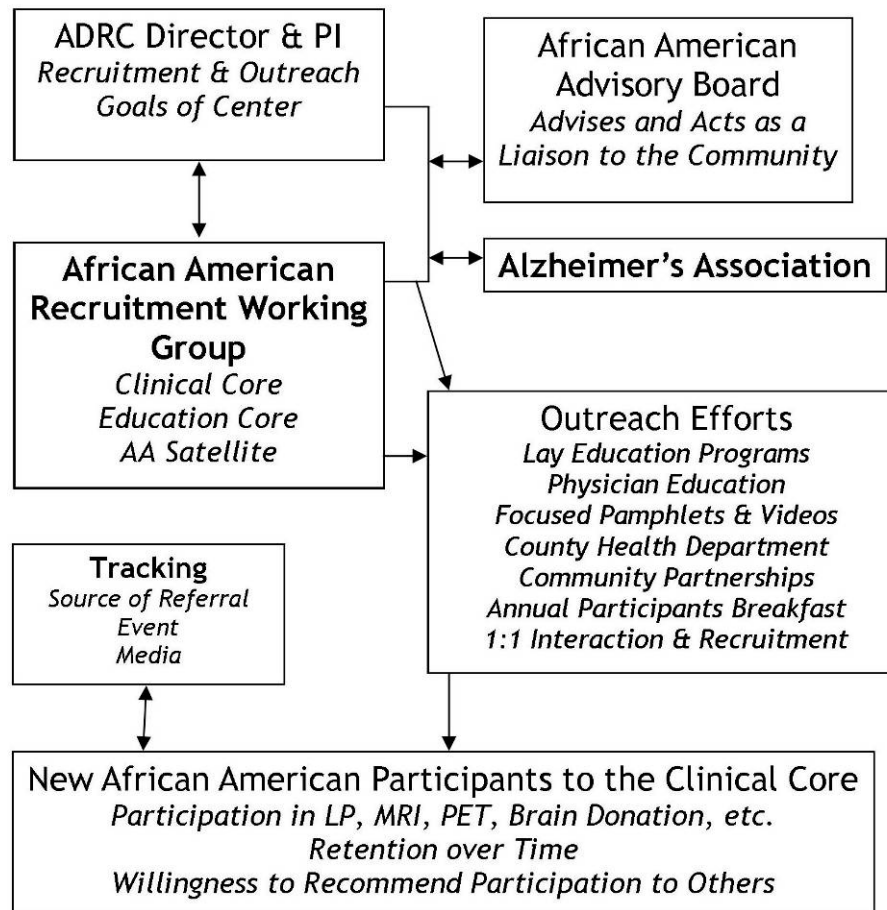
Partnering with the community to find a cure for Alzheimer's disease.



Specific Aims

- Increase enrollment, participation and retention of AA elders (controls and persons with dementia) in ongoing research activities of the ADRC
- Collaborate with Ed Core and Clinical Core on outreach, education and support of the AA Advisory Board
- Provide education for physicians & other health providers
- Systematically assess barriers and facilitators to AA participation in clinical research at the ADRC

African American Outreach



Partnering with the community to find a cure for Alzheimer's disease.

AA Recruitment Success



- Multidisciplinary minority recruitment team meets monthly
 - Review events and plan future program and events
 - Examine annual recruitment goals and progress towards attaining goals
 - Representation from the Clinical Core, Education Core, and AAOS

AA Recruitment Success



Recruitment Events 05/01/2005-02/28/2009	Number of Events	Total Number of Attendees
AD presentations	81	3240
Health fairs	44	3300
African American participant meeting	1	120
Health provider training	36	421
Total	162	7081

AA Recruitment Success



- Since 08/01/2006 (LP requirement waived, increased recruitment efforts):
- **88** new African American participants from 01/01/06 to 09/30/09
- Rate of AA participation in LP has doubled; **5** from 05/01/05 – 07/31/06 and **27** from 08/01/06 -02/28/09



AA Recruitment Success



- Increased participation in biomarker studies
- Increased participation in brain autopsy program
 - Current rate 45%
 - Previous funding cycle 27%



Percentage of Participants Enrolled in Additional Studies Since 2005

Study	AA	Non AA
LP	39%	66%
PiB	43%	55%
Genetics	95%	100%
MRI	52%	73%
Autopsy	45%	78%

AA Recruitment Success



- “Second generation” recruitment
- Collaboration with the Alzheimer’s Association
 - Panel discussion on African American radio show
 - Healthy Brain Initiative
 - 110 attendees
 - Targeted towards African American baby boomers and caregivers
- Dedication of AAAB members to recruitment events

AA Recruitment Success



- Support and commitment of our ADRC leadership
 - 2007 MLK Breakfast
 - 90-second talk yielded two participants
- Support and commitment of our ADRC investigators and staff
 - Investigators from all cores have the skill set requisite for recruitment
 - Attendance at AA participant meeting

AA Participant Meeting



- Traditionally held at a local reception hall in a convenient central location
- 2007 African American Participant Meeting
 - Held at the Phyllis Wheatley Heritage Center
 - 120 attendees
 - Research updates
 - Dr. Consuelo Wilkins – Vitamin D in African Americans
 - Thematic emphasis on relevance of AD to the AA community

Health Professional Outreach



- **Urban Clinician Partners Program**
 - Modification of curriculum (onsite training)
 - **110** health providers trained in 2008
 - Increased referrals to MAPS and MAP from MDs and staff
- **Development of Health Professionals Outreach Committee for AAAB (Fall 2006)**
 - MCMF presentation
 - Radio presentations

Conclusions



- Successful recruitment, particularly recruitment of racial and ethnic minority participants, remains one of the most difficult aspects of patient-oriented research

Conclusions

- A comprehensive outreach and recruitment plan to establish collaborative relationships with the African American community including potential participants and their families, community organizations, and healthcare providers produces success in recruitment for longitudinal, invasive AD studies





MAPS Can Help!

Phone: (314) 612-5911

Partnering with the community to find a cure for Alzheimer's disease.