Research Roadshows Travel the State to Engage Older Adults in Research

Multidisciplinary Center on Aging
UNIVERSITY OF COLORADO **ANSCHUTZ MEDICAL CAMPUS**
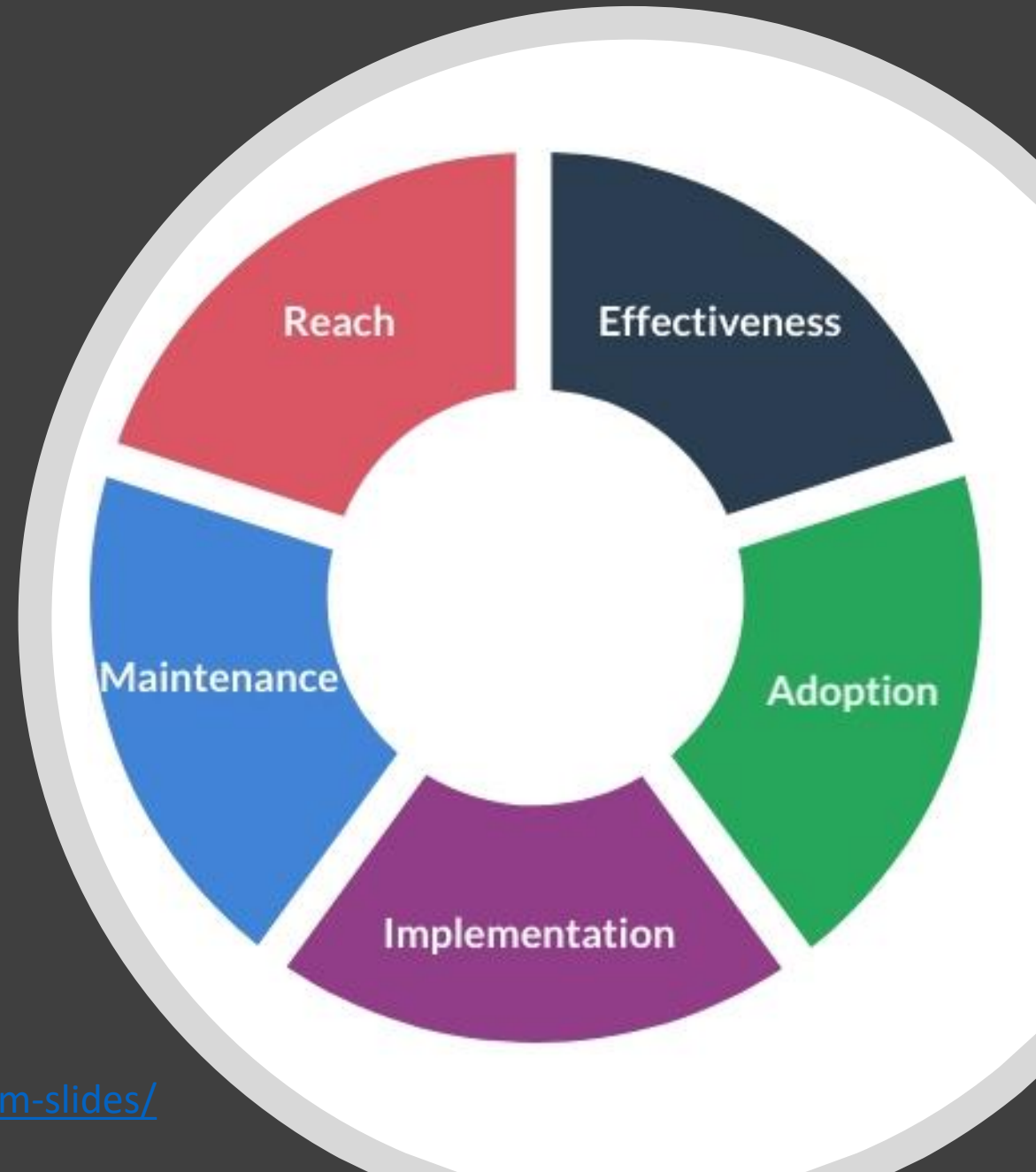
Acknowledgement of Funding Support

RE-AIM Goals

- **Adopted** broadly.
- **Sustained** implementation at reasonable cost.
- **Reaches** large numbers of people.
- **Replicable** and **long-lasting** outcomes.

Implementation (core engagement activities, adaptations)

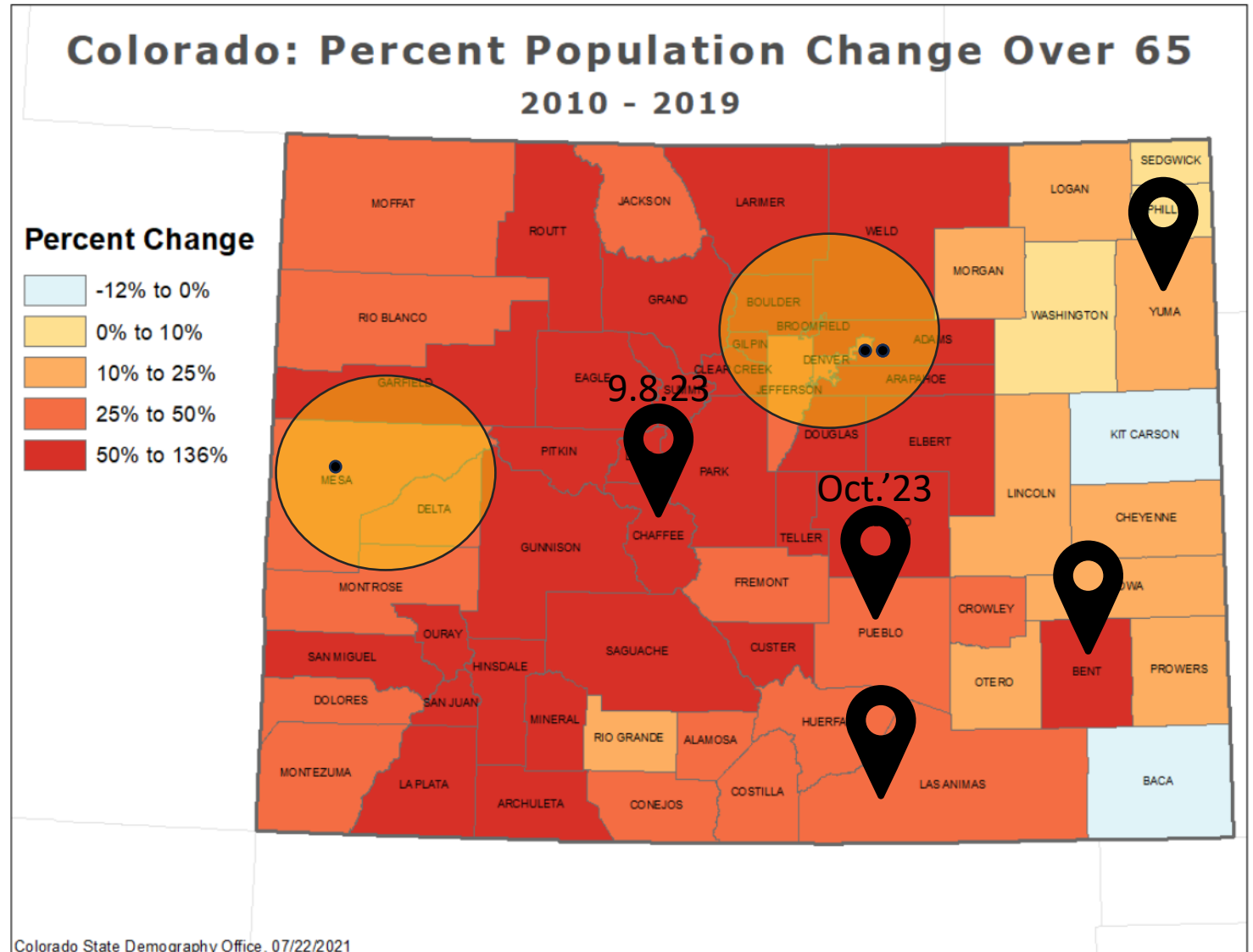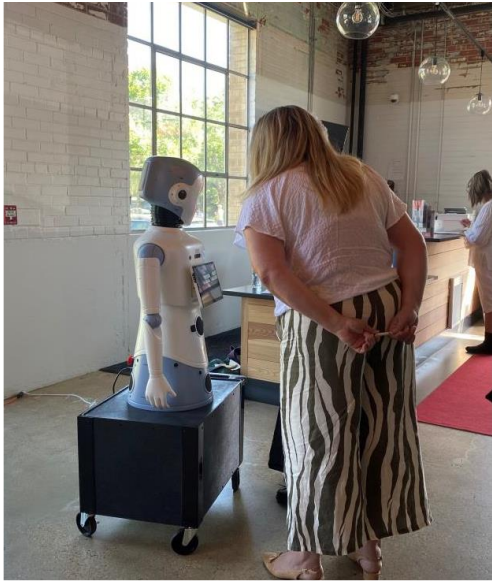| 5 Ts for Including Older Adults in Research (Source of 5Ts: PMCID: PMC6532768)	Adaptations
Target (Priority) Populations (examples): • Geography (CO: rural and Medically Underserved Areas) • Racial/ethnic minoritized populations of older adults • Older adults who identify as LGBTQ+	Curated list of clinical trials based on: • Population engaged (needs and interests) • Theme of community event • Feasibility of participation
Team: Older Adult Research Specialists • Modeling older adult engagement in research • Outreach to community partners and researchers • Leading RR engagement activities and evaluation	Tailor composition of team to reflect priority population
Tools • Frameworks (Geriatric 5Ms, Blue Zones – evidence re: longevity) • Research studies website (features CU Anschutz clinical trials) • Materials (Roadshow Roadmap, activity card, OARS testimonials)	Tailor content (written and visual) to reflect priority population engaged and to respond to topical focus of event
Time (lessons learned) • Mornings, 2-4 hours optimal (for older adults and research teams) • Include presentations (at least 2 for longer events)	When RRs are part of community events, their schedule/agenda dictates time and duration.
Tips to Accommodate • Best practices re: communicating with older adults and lay audiences • "Roadshow Roadmaps" include rest stops	Important to provide larger screens (for activities requiring a device), private spaces for informed consent discussions, refreshments.

Reach (to engage populations of older adults in research)

- ## 3 RRs

- ## 410 older adults
  - Rural, urban
  - African American, White
  - Older Veterans

 Conducted   Planned for Fall 2023

Join us on the road!

Colorado: Percent Population Change Over 65
2010 - 2019

Percent Change
- -12% to 0%
- 0% to 10%
- 10% to 25%
- 25% to 50%
- 50% to 136%

9.8.23

Oct.'23

Colorado State Demography Office, 07/22/2021

Adoption

Research Projects (*n*=7)
Geriatric Medicine, Neurology, Emergency Medicine, Endocrinology, Engineering (CIDE, CO School of Mines, DU)

Community partners/host sites (*n*=3)
- Center for African American Health
- Senior Planet
- Colorado Hospital Association (VP Rural Health, Hospitals)

Effectiveness (who do we impact and how)

| Level of Engagement	Frequency
Conversations with research teams	367
Feedback on a prototype (for device)	53
Scheduled for phone screen	10
Enrolled	10
Completed study protocol	37
Signed up to receive more information (e.g., monthly recruitment email blast)	90

I value research. I would hope that researchers are or become knowledgeable about people of color and direct research at them.
- Community Participant

It enhanced my perspective on how impactful research can be.
- Community Participant

The Research Roadshows are energizing, pulling me out of my office. I often recommend the Roadshows and these out-of-lab experiences to others.

– Principal Investigator

- After RRs, evaluations consistently documented an increase in level of agreement with statements such as, "I know how to access information about research…"

- There was a statistically significant increase in the degree to which respondents agreed with the following statement after the Age-Tech Research Roadshow:

  "Researchers can be trusted." (Z=-2.24, *p* <=.05)

Maintenance (sustainment)
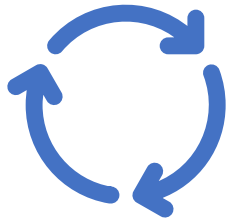
Dissemination and Replication

Creating a **Research Roadshow toolkit**

- Roadmap for planning and implementing a Research Roadshow (steps, timeline)
- Staffing (including an advance team to invest in building partnerships and co-creating RRs to respond to culture, needs, interests)
- Examples of activities, signs, promotional materials
- Tips for RR planners and research teams based on lessons learned

Institutionalization

Key Indicators:

- All research teams intend to participate in future Research Roadshows

- All community partners plan to host a future Research Roadshow and/or have already hosted more than one (CAAH)

- Research Roadshows are a centralized resource for supporting recruitment and retention in CU Anschutz clinical studies

Having Trouble Recruiting and Retaining Older Adults and other Underrepresented Populations in Your Research?

We have new Resources for You!

- **Hire an Older Adult Research Specialist (OARS)**
  - Older adult peers from diverse backgrounds specifically trained to support recruitment, retention
  - Seeking part-time, full-time work on clinical trials
  - Willing to work flexible hours; desire to work on campus, as part of teams

- **Free OARS Consult Service (2nd Fridays: 9:30- 10:45 am)**
  - Brainstorm new solutions to recruitment, retention challenges with those who share similar backgrounds as potential study participants

- **Traveling Research Roadshows - Join us!**
  - Opportunities to recruit engaged community members at locations across the state

Anschutz

@oars.res
Contact us at the following email address
olderadultresearch@cuanschutz.edu

Hire Older Adult Research Specialist

Request a Consultation

Research Roadshow Interest Form

CU Multidisciplinary Center on Aging
UNIVERSITY OF COLORADO **ANSCHUTZ MEDICAL CAMPUS**

Acknowledgement of Partners

- Vice Chancellor of Research, **Dr. Tom Flaig**
- Vice Chancellor for Diversity, Equity, Inclusion and Community Engagement, **Dr. Regina Richards**
- Associate Vice Chancellor for Regulatory Compliance, **Dr. Alison Lakin**
- Assistant Vice Chancellor, Clinical Research Operations, **Ben Echalier**
- Colorado Clinical and Translational Sciences Institute, **Dr. Ronald Sokol**, PI
- The Cancer Center, **Dr. Christopher Lieu**, Chair, Clinical Cancer Research
- Division of Geriatric Medicine, **Dr. Cari Levy**, Head
- Center for Inclusive Design and Engineering, **Dr. Cathy Bodine**, Executive Director
- Community Engagement Pillar, CCTSI: **Dr. Don Nease**, Director; **Montelle Taméz**, Deputy Director; **Community Research Liaisons**

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Thank you!