

Narrative video to enhance research literacy among underserved populations

Community Engagement Core, Center for Health Equity Intervention Research (CHEIR)

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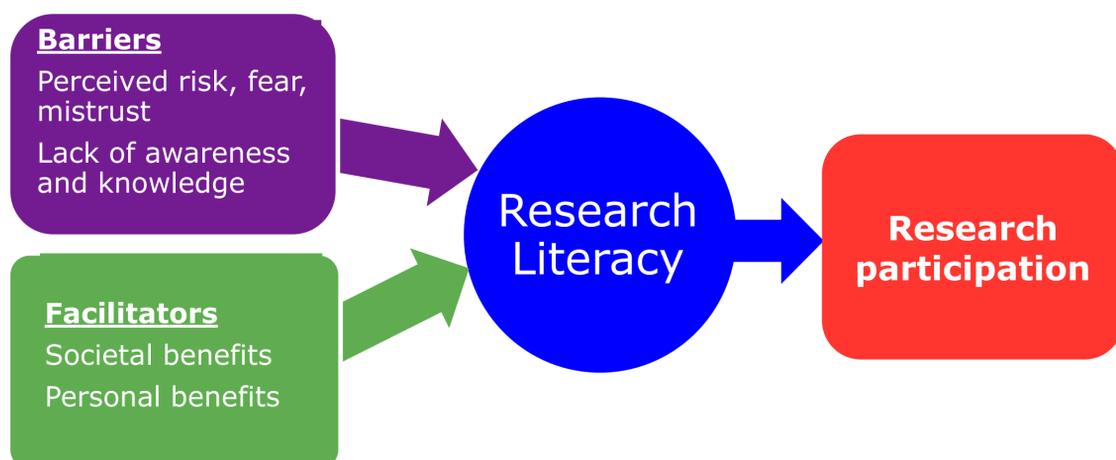
BACKGROUND

- Individuals of minority racial/ethnic backgrounds and/or low socio-economic status (SES) are under-represented in health-related research.
- Lack of understanding of research participation risks and benefits, for participants and for society, are barriers to research participation for individuals from under-represented groups.
- Increasing research literacy, defined as *“the capacity to obtain, process and understand basic information needed to make informed decisions about research participation”* may improve research participation.
- Narrative tools such as *storytelling*, in which individuals with similar backgrounds and/or experiences share their personal stories in order to promote behavior change, hold promise for improving research literacy and increasing research participation.

OBJECTIVE

This project proposes to develop storytelling videos in order to relay the experiences of previous research participants who are members of under-served populations (i.e., racial/ethnic minorities, low SES).

CONCEPTUAL FRAMEWORK



APPROACH

- The videos will feature past research participants relating their experiences about being part of research initiatives.
- The stories will elicit their facilitators to research participation and barriers experienced, highlighting how these barriers were overcome.
- The videos will be created by first recruiting a diverse pool of former research participants for focus groups aimed at identifying good storytellers who have had positive research experiences.
- ***This requires close collaboration with UMass investigators to identify past research participants to take part in this project!***



IMPLICATIONS

Culturally-relevant approaches are critical to enhancing research participation among under-served populations. This type of approach can lead to improved relevance of research among under-served populations and increase the reach of clinical research.

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