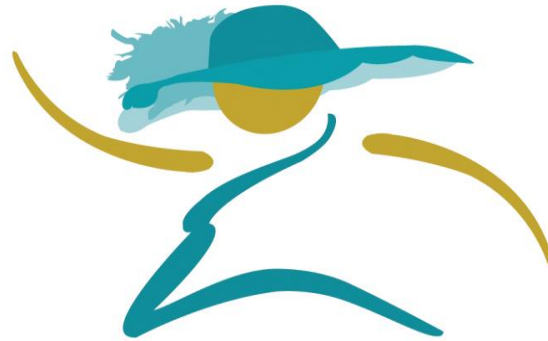
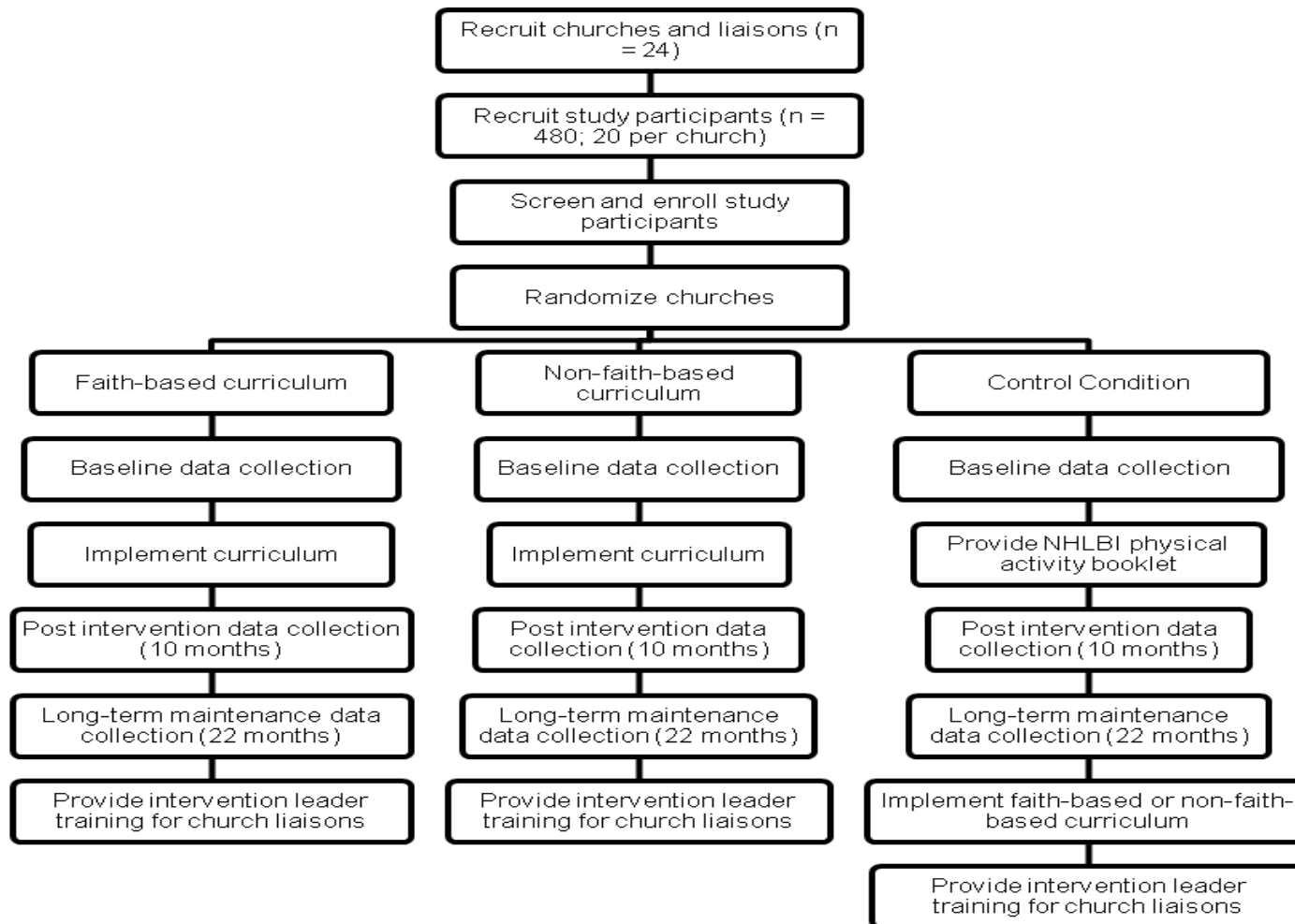


Strategies for Reaching Hard to Reach Populations




L.A.D.I.E.S.
Learning And Developing Individual Exercise Skills
For a Better Life

Funded by the National Heart, Lung, and Blood Institute (#HL0945801)



Recruitment


- ▶ Year 1
 - Planning and creating recruitment materials
 - Recruitment
- ▶ Year 2
 - Recruitment
 - **3 churches in 10 months**
 - Direct mail/flyers, Phone calls, Visits
 - Minister's Conference
 - Health Ministry Institute Churches



Ladies!!



Be a part of the L.A.D.I.E.S. Research Study!!
Learning and Developing Individual Exercise Skills For a Better Life

Qualifications:
African American women 18 and above
With a previous history of sedentary lifestyle



- Win Gifts
- Gain skills to help you to live a more physically active life
- Seize the opportunity to socialize and make friends
- Receive a wealth of information to assist you to become healthier

For more information please contact:
Gramercy Research Group
336-293-8540
500 West 4th Street, Ste. 203
Winston Salem, NC 27101




Interested in becoming physically active as a congregation?


ELIGIBLE CANDIDATES:

- African-American Women (18 yrs. or older) needed for a physical activity research study
- Must NOT be currently participating in an exercise or weight loss program
- ONLY low-impact exercise required to participate

Prizes for participating!!



For more information or to sign up for the research study contact your **SITE CAPTAIN!**



Recruitment

▶ Year 1

- Planning and creating recruitment materials
- Recruitment

▶ Year 2

- Recruitment
 - 3 churches in 10 months
 - Direct mail/flyers, Phone calls, Visits
 - Minister's Conference
 - Health Ministry Institute Churches
- **Recruiters ("Insiders")**
 - **28 churches in 4 months**

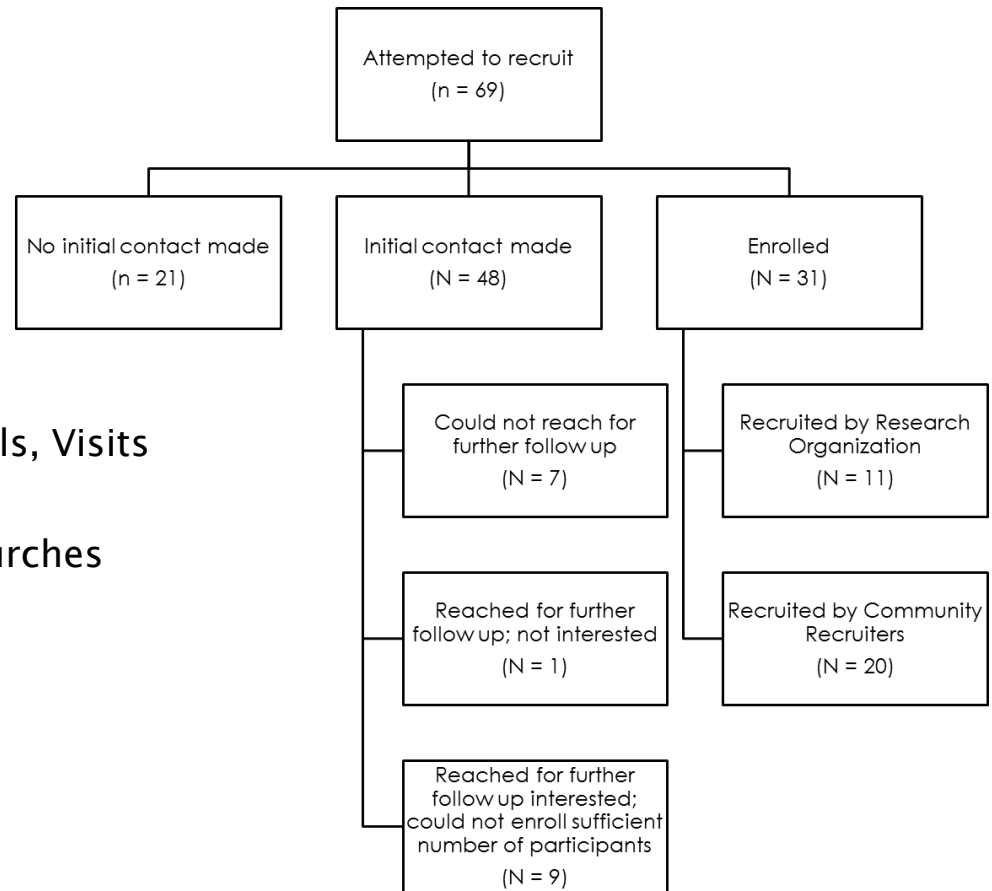


Table 2. Description of churches enrolled in the Learning and Developing Individual Exercise Skills (L.A.D.I.E.S.) for a Better Life study

Site	Church Denomination	Who recruited	Recruitment time in months*	Contact person during recruitment	Prior relationship with Research Organization	Number of participants enrolled	Randomization arm
1	AME Zion	Recruiter	2	Pastor	Previous program	15	General
2	Baptist	Research Org	2	Contacted us	Previous program	24	Faith-based
3	AME Zion	Recruiter	7	Contacted us	None	23	General
4	Non-Denom	Recruiter	1	Contacted us	None	14	Self-guided
5	Baptist	Research Org	0	Personal contact	Previous program	18	Faith-based
6	Baptist	Research Org	1	Contacted us	None	16	Self-guided
7	Non-Denom	Research Org	1	Health min leader	Previous program	13	General
8	Baptist	Research Org	2	Pastor	Previous program	18	Self-guided
9	Baptist	Research Org	2	Health min leader	Previous program	17	Faith-based
10	Baptist	Recruiter	1	Health min leader	None	16	Self-guided
11	Baptist	Research Org	1	Contacted us	None	14	General
12	Baptist	Recruiter	1	Pastor	None	16	Faith-based
13	Non-Denom	Recruiter	1	Pastor	None	15	Self-guided
14**	Non-Denom	Recruiter	6	Personal contact	Previous program	8	General
15	Baptist	Recruiter	4	Pastor	None	19	Faith-based
16	Non-Denom	Recruiter	1	Personal contact	None	13	Self-guided
17	Baptist	Recruiter	2	First Lady	Previous program	16	Faith-based
18	Non-Denom	Recruiter	1	Pastor	None	16	General
19	7 th Day Adventist	Recruiter	7	Pastor	Previous program	13	Self-guided
20	CME	Recruiter	6	Health min leader	Previous program	16	General
21	Non-Denom	Recruiter	5	Contacted us	None	17	Faith-based
22	Pentecostal	Recruiter	6	Pastor	None	14	Faith-based
23	Baptist	Recruiter	9	Pastor	None	17	Self-guided
24	Baptist	Recruiter	2	Pastor	None	15	General
25	Baptist	Research Org	8	Personal contact	Previous program	17	Faith-based
26	Non-Denom	Research Org	0	Health min leader	Previous program	17	Self-guided
27**	Non-Denom	Recruiter	6	Personal contact	Previous program	15	General
28	Non-Denom	Research Org	2	Pastor	Previous program	15	Self-guided
29	Baptist	Recruiter	7	Personal contact	Previous program	14	Faith-based
30	AME	Research Org	6	Personal contact	None	14	General
31	Non-Denom	Recruiter	9	Health min leader	Previous program	14	General

*Defined as time from initial contact to baseline data collection at the church

**Churches were combined because, at the time group sessions began, neither church had a sufficient number of women to form a full group

Lessons Learned



- ▶ Know your community
- ▶ Partnerships with “insiders” is critical
- ▶ Known spokespeople are critical
- ▶ Pastor involvement critical?
- ▶ Word of mouth is key



Funded by the Patient Centered Outcomes Research Institute (#AD-1403-11098)

Design

AHB

- ▶ Baseline data collection
- ▶ Comprehensive health education
- ▶ **16 weekly sessions, 3 booster calls** (6 months)
- ▶ 6 month data collection
- ▶ Monthly mailers
- ▶ 12 month data collection



Self-Guided


- ▶ Baseline data collection
- ▶ Comprehensive health education
- ▶ Review **self-guided materials** (6 months)
- ▶ 6 month data collection
- ▶ Monthly mailers
- ▶ 12 month data collection



Inclusion Criteria

- ▶ Self-identified black males
- ▶ Ages 21 + years
- ▶ Winston-Salem
- ▶ Not meeting diet and/or physical activity guidelines
- ▶ Not currently in a similar study
- ▶ No recent CVD procedures
- ▶ No active cancer treatment





Your life matters!



Your Life Matters...
AM A FRIEND | AM A BROTHER | AM A FATHER

Come join US...
 The Active & Healthy Brotherhood Project empowers Black men to take charge of their health through:

- ~HEALTHY EATING
- ~PHYSICAL ACTIVITY
- ~LEARNING HOW TO MANAGE STRESS
- ~PERSONAL HEALTH
- ~PROMOTION OF BROTHERHOOD

For More Information Call
336.293.8540

FUNDING ACKNOWLEDGEMENT:
 This work was partially supported through a Patient-Centered Outcomes Research Institute (PCORI) Award (AD-1403-11098).

DISCLAIMER:
 All statements in this report, including its findings and conclusions, are solely those of the authors and do not necessarily represent the views of the Patient-Centered Outcomes Research Institute (PCORI), its Board of Governors or Methodology Committee.



DO YOU THINK ABOUT HOW TO LIVE A BETTER LIFE FOR YOURSELF AND YOUR FAMILY ?

DO YOU WANT TO EAT BETTER AND EXERCISE MORE BUT DON'T KNOW WHERE TO START?

IS STRESS IMPACTING YOUR PERFORMANCE?

THE ACTIVE AND HEALTHY BROTHERHOOD PROJECT empowers black men to take charge of their health through:

- Healthy eating
- Physical activity
- Learning how to manage stress
- Learning how to better access the healthcare system
- Personalized health education with free study-related health screenings





Call 336.293.8540 **AHBPROGRAM**
 Email us at ahb@gramercyresearch.com
WWW.GRAMERCYRESEARCH.COM

FUNDING ACKNOWLEDGEMENT:
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**Real men care for their families.
But to care for your family, you must care for your health.**

**336-293-8540
AHBProgram**



THE CONSEQUENCES OF BEING OVERWEIGHT

**336-293-8540
AHBProgram**

STROKE
An increase in arterial pressure elevates the probability of a stroke.

HEART DISEASE
Overweight and obesity increase the risk of coronary disease, heart failure, and death due to heart attack.

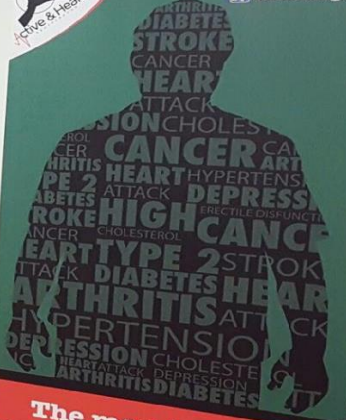
HYPERTENSION
An increase in excess fat may increase arterial pressure.

FATTY LIVER
Overweight and obesity can increase the risk of liver disease.

CANCER
Overweight and obesity are associated with certain types of cancer.

DIABETES
An increase in body fat is a risk factor for type 2 diabetes.

ARTHRITIS
Excess stress on joints due to excess weight is a factor for joint deterioration.



**The man in your life could be carrying a whole lot more than just a few extra pounds.
Help us help him!**

**336-293-8540
AHBProgram**

Limited opportunities to engage



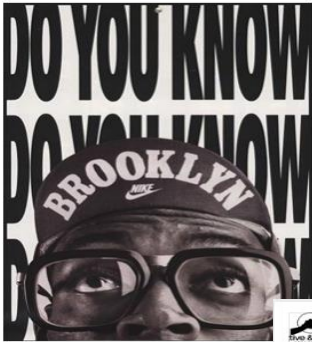
Recruitment Strategies

- ▶ Social media
 - Paid and unpaid advertisements
- ▶ Radio, television advertisement
- ▶ News stories
- ▶ Community events and health fairs
- ▶ Barbershop visits
- ▶ Churches
- ▶ Social organizations
- ▶ Direct mailings
- ▶ Car magnets
- ▶ Word of mouth
 - Referral fee



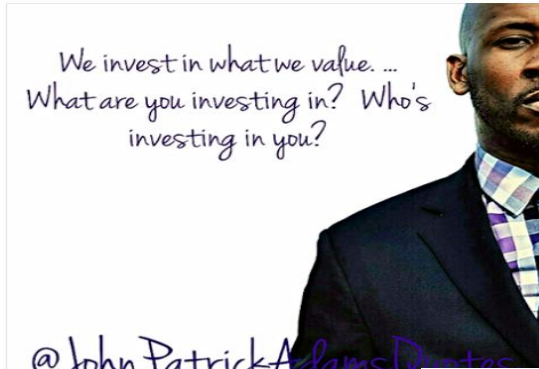
Active & Healthy Brotherhood Program
Published by Melicia Whitt Glover [?] · October 20 at 8:59am · 🌐

Remember Mars Blackmon? Remember his famous question? "Do you know? Do you know? Do you know?" We're asking YOU the same thing. Do you know...do you know...do you know your Framingham Risk Score (tells you your chances of having a heart attack within the next 10 years)? What about your kidney function level? Do you know...do you know...do you know we will give you all this information and more, along with a personalized health improvement plan in the Active & Healthy Brotherhood program? If you live in Charlotte, Greensboro, or Winston-Salem, call us now to see if you qualify for the program at 336-293-8540 or 704-631-9165 . You can also click "Sign up" on our page and we'll call you.



Active & Healthy Brotherhood Program
Published by Melicia Whitt Glover [?] · October 14 at 7:08pm · 🌐

Healthy eating, exercise, HEALTHY stress management, regular check ups....these are all ways YOU can invest in yourself. Call us at 336-293-8540 or 704-631-9165 and let us get you qualified to make one of your biggest and most important investments of the year....YOU! Not ready to talk yet? Click "Sign Up" on our page and let us know when we can call you. Make an investment in yourself today....



@JohnPatrickAdamsQuotes

Active & Healthy Brotherhood Program
Published by Melicia Whitt Glover [?] · October 6 at 1:17pm · 🌐

Caring for yourself is important, even as you focus on caring for your loved ones. Call us at 336-293-8540 and let us help you improve your current health plan or create a whole new one. We're focusing on healthy eating, physical activity, stress management, and accessing the health care system. Don't just survive...THRIVE!

I have come to believe
that caring for myself
is not self-indulgent.

Caring for myself
is an act of survival.

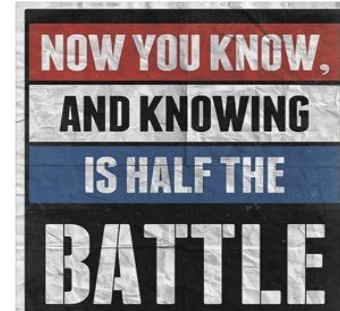
Audre Lorde

Active & Healthy Brotherhood Program
Published by Melicia Whitt Glover [?] · September 27 at 12:19am · 🌐

During every pre-flight safety briefing, the flight attendants always remind you that, in the event of an emergency, you need to put your OVN oxygen mask on BEFORE helping others. Why? Because if you pass out trying to help the person next to you, you're no good to that person or anyone else. As men, we know you work hard to take good care of your family and everyone else around--often putting others before yourself. WE APPRECIATE YOU! Make sure, though, that you are taking good care of yourself. We want to have you around for a long, LONG time! Call us at the Active & Healthy Brotherhood program so we can show you how to make the good man that you already are EVEN BETTER! We're at 336-293-8540 OR you can click "Sign Up", fill out the survey, and we'll call you.



A popular 80s cartoon usually ended each episode with a lesson and a sign off--"Now you know...and knowing is half the battle". That's true for lots of things, including your health. When you know your numbers--cholesterol, blood glucose, waist circumference, blood pressure--you know your risk for certain health outcomes. And when you know, you can make a plan for improving your health if your numbers are not where they need to be, or maintaining if your numbers are in the right place. Call us today at 336-293-8540 to see if you qualify to receive a free health screening and plan to improve or maintain your health. Or, if you don't want to call, click the "Sign Up" button on our Facebook page, fill out the brief survey, and we will call you. Remember, knowing is half the battle!





Active & Healthy Brotherhood Program

Published by Melicia Whitt Glover [?] · September 14 · Winston-Salem · 🌐

Every time you see a post about Active & Healthy Brotherhood you think "yeah....I need a program like that." Then you get busy and forget to call. Stop what you're doing **RIGHT NOW** and call 336-293-8540. Even if it's late....leave us a message and we'll call you back. Don't want to call? Click "sign up" and fill out the survey so we can call you. Tomorrow isn't promised. Stop procrastinating and call!



10,649 people reached



[View Results](#)

What else did we do?

- ▶ Expanding to other cities
 - Charlotte, Greensboro, Durham
- ▶ Well known spokesperson(s)
- ▶ Weekly drawing
- ▶ Involving additional partners
 - Local HBCUs
 - Local civic organization
 - Existing groups
- ▶ Direct personal appeal

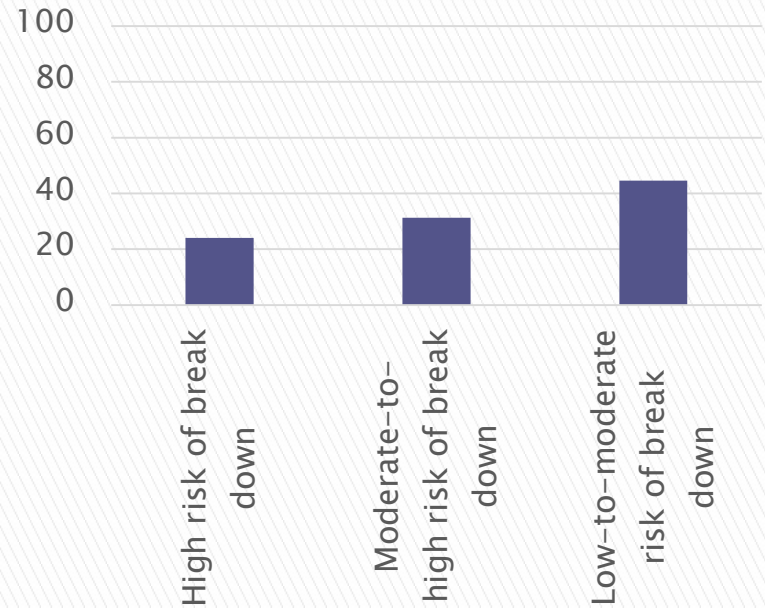




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To score your stress levels, simply fill in the box next to all the events that have happened to you in the past year (within the last 12 months). [Mark all that apply.]

- | | |
|---|---|
| <input type="checkbox"/> death of spouse or partner | <input type="checkbox"/> son or daughter leaving home |
| <input type="checkbox"/> divorce or break up | <input type="checkbox"/> trouble with in-laws |
| <input type="checkbox"/> marital separation | <input type="checkbox"/> outstanding personal achievement |
| <input type="checkbox"/> jail term | <input type="checkbox"/> spouse begins or stops work |
| <input type="checkbox"/> death of close family member | <input type="checkbox"/> begin or end school/college |
| <input type="checkbox"/> personal injury or illness | <input type="checkbox"/> change in living conditions |
| <input type="checkbox"/> marriage or cohabitation | <input type="checkbox"/> revision of personal habits |
| <input type="checkbox"/> fired at work | <input type="checkbox"/> trouble with boss |
| <input type="checkbox"/> marital reconciliation | <input type="checkbox"/> change in work hours or conditions |
| <input type="checkbox"/> retirement | <input type="checkbox"/> change in residence |
| <input type="checkbox"/> change in health of family member or close friend | <input type="checkbox"/> change in school/college |
| <input type="checkbox"/> pregnancy of spouse or partner | <input type="checkbox"/> change in recreation |
| <input type="checkbox"/> sex difficulties | <input type="checkbox"/> change in church activities |
| <input type="checkbox"/> gain of new family member | <input type="checkbox"/> change in social activities |
| <input type="checkbox"/> business readjustment | <input type="checkbox"/> a moderate loan or mortgage |
| <input type="checkbox"/> change in financial status | <input type="checkbox"/> change in sleeping habits |
| <input type="checkbox"/> death of close friend | <input type="checkbox"/> change in number of family get-togethers |
| <input type="checkbox"/> change to a different line of work | <input type="checkbox"/> change in eating habits |
| <input type="checkbox"/> change in number of arguments with spouse or partner | <input type="checkbox"/> vacation |
| <input type="checkbox"/> a large mortgage or loan | <input type="checkbox"/> Christmas |
| <input type="checkbox"/> foreclosure of mortgage or loan | <input type="checkbox"/> minor violations of the law |
| <input type="checkbox"/> change in responsibilities at work | |



For office use only

Date collected:

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 /

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2	0	1
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month day year

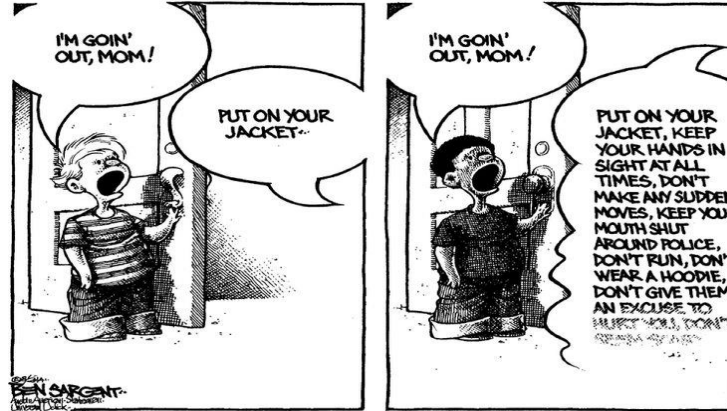
QC done by RA#:

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UNC to review? yes no



STILL TWO AMERICAS



Jogging While Black

Posted On 26 Sep 2013 By : Todd Luck Comment: 0

Noted sociologist says fears keep many African Americans from exercising

A rising star in the sociology field said that black men are less likely to jog in their neighborhoods if they have a number of white neighbors.

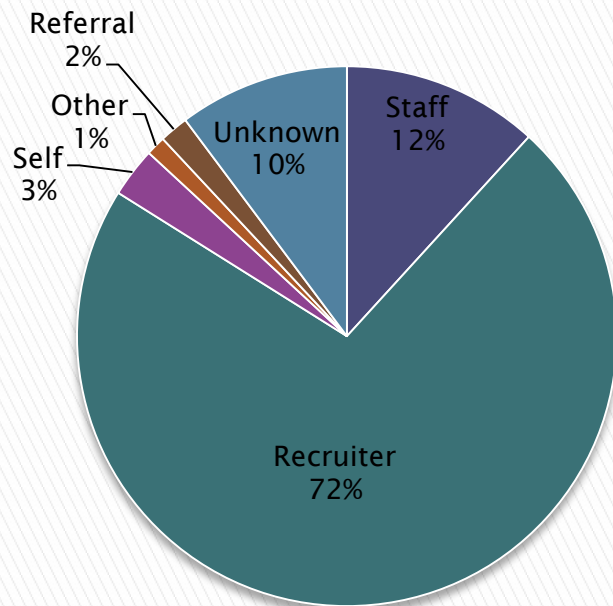
"It has a lot to do with criminalization. It's the inability for people to recognize or kind of separate a black man's identity from criminality, so being black and male subjectively infers being criminal," Rashawn Ray, an assistant professor at the University of Maryland, said during a presentation last Thursday at Wake Forest University.

Local Events

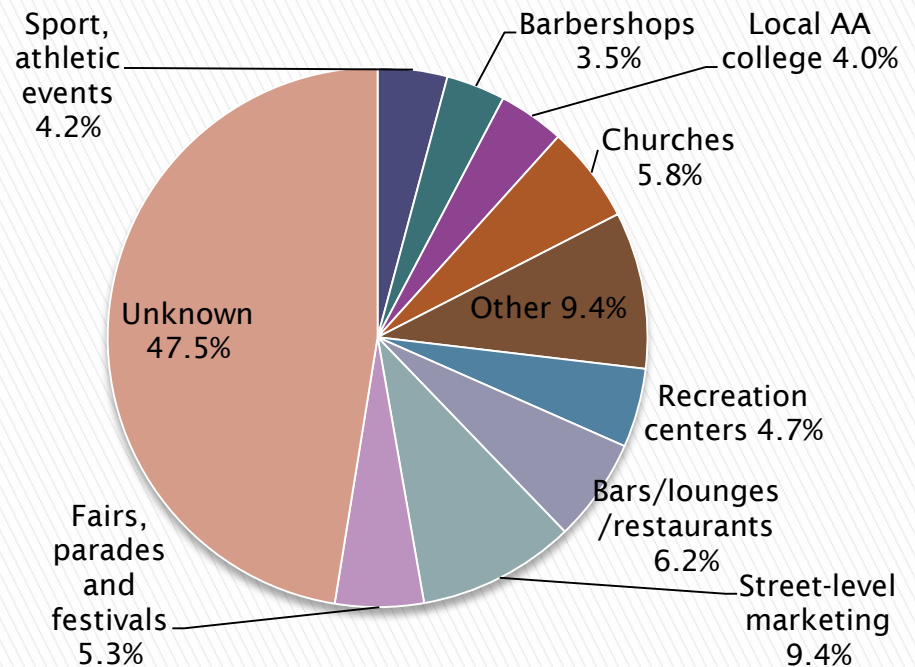


What worked

Reaching Participants



Marketing Strategies



Participant Tracking Report - All counties

Prescreening: 3770			
Dropped: 777		Pending: 2993	
Could not contact	300	Scheduled	0
No longer interested	336	Not scheduled	1990
No longer eligible	108	Past Due	55
Deceased	3	Unlikely to return	1
Other	30	Inactive	0

25% eligible
21% dropped
54% never reached

Information Session: 954			
Dropped: 271		Pending: 215	Attendance: 468
Could not contact	82	Scheduled	0
No longer interested	88	Not scheduled	30
No longer eligible	12	Past Due	92
Did not attend info session	14	Unlikely to return	91
Other	75	Inactive	2
		Consented	452
		Pending consent	16
		Did not consent	23

52% attended information session

Baseline (Part 1): 453			
Dropped: 25		Pending: 43	Attendance
Could not contact	3	Scheduled	0
No longer interested	16	Not scheduled	2
No longer eligible	1	Past Due	1
Other	5	Unlikely to return	40
		Inactive	0
		Completed	385
		Not completed	2

85%

Baseline (Part 2): 384			
Dropped: 22		Pending: 28	Attendance
Could not contact	1	Scheduled	0
No longer interested	16	Not scheduled	4
No longer eligible	1	Past Due	0
Other	4	Unlikely to return	21
		Inactive	3
		Completed	334
		Not completed	18

88%

Health Education Visit: 333			
Dropped: 0		Pending: 1	Randomization: 332
		Scheduled	0
		Not scheduled	0
		Past Due	0
		Unlikely to return	1
		Inactive	0
		Intervention	167
		Control	165

99%

Group Session Assignment (Intervention): 167	
Dropped: 5	Assigned: 162
No longer interested	5
Assigned	160
Not assigned	2

Cancer Health Equity in East Winston: Results from Interviews and Focus Groups

Melicia C. Whitt-Glover, Ph.D.
Tiffany D. Williams, MPH, MLS (ASCP)^{CM}
Gramercy Research Group

Focus Group/Interview Questions

Knowledge, attitudes, beliefs, experiences

- Access to general and cancer care
 - Personal experiences
 - Barriers/facilitators
 - Specific experiences with care
 - Personal experiences
 - Clinical trials
 - Biospecimen repositories
 - Precision medicine
- Access to general and cancer care
 - Patient experiences
 - Patient barriers/facilitators
 - Specific experiences with care
 - Patient experiences
 - Clinical trials
 - Biospecimen repositories
 - Precision medicine

Patients/Caregivers

Stakeholders/Healthcare Providers

One Patient's Story

- Woman experiencing severe pain
- Multiple tests, no cancer diagnosis
 - IBS diagnosis
 - It's "in your head"
- Prescription for acetaminophen and ibuprofen
- Perforated bowel after two years, ER visit revealed cancer

"If I hadn't gotten sick and gone to the emergency room, they probably would've found mine in my autopsy, type of thing. The sad part is that I had been sick for 2 years, and I'd been going to my family practice. They had sent me to a specialist, who sent me to another specialist and none of them in all of that 2 years, ever did a pet scan, which is how they found it in the emergency room. So, by the time they found it, I had gone from a 1 to a 4 (stage)...had gone through 2 years of just being in pain and them not being able to find what's wrong. They kept telling me, "Oh, you have IBS." Then one doctor told me, "Oh, it's in your head."

Perceptions that Black Patients Receive Worse Care

Themes	Illustrative Quotes
Access	<i>"I have one, personally from the little healthcare that's on New Walkertown Rd. It takes, for us, it takes a lot more to get in, than it would take for Whites or Hispanics...." - Caregiver</i>
Quality	<p><i>"...Blacks really don't get the opportunity to get a lot of stuff that other people get. They really don't. It's hard for us to get what I see others can get, because I worked at a medical field and it's sad." - Caregiver</i></p> <p><i>"White people always get better treatment...I got several white friends, all preachers together. And we share and we go visit each other, and they get the treatment, just get better treatment out of both hospitals." –Stakeholder</i></p>
Lack of resources	<i>We used to have mammography...The machine finally died...Where are people gonna go? I asked women...from East Winston, in our lobbies....Have you been referred? Have you gone? They said, "No. I'm not going over to the Cancer Center."...I mean, I wouldn't wanna go either if it said that. And then I said, you're just going for a mammogram and we can't do them here anymore. "Well, I'll wait until you can have'm back here."...we offered taxi vouchers. We did everything we could do to get people to go over there....There's nothing in East Winston. We were the last place that had that for our patients, over here...that's a big loss. But that just shows you the importance of that sort of thing, having access locally, in your community." – Provider</i>

Perceptions of Clinical Trials

Illustrative Quotes

“The little bit that I know about clinical trials are that you have the two groups of people and...if it’s a condition where, it’s medication involved then one group will get a method that is not the true method or a sugar pill of some type I’ve heard and then the other group will get the real medicine.” - Stakeholder

“I just finished a something. I don’t know if it was a clinical trial but I was a part of the Vital Study. I was so glad when it ended. It was five years...I haven’t seen the results yet...” - Stakeholder

“Well, one I don’t take any drugs now and I don’t wanna take research where I would have to take a drug.” - Patient

“They think they gone be injected and get cancer. [They think they might be injected and get cancer. Do people think that?] (Group: Yeah! Mmhmm.) [Okay. Have you ever heard of that?] Yes.” –Stakeholder

“They might put, experiment on me! You know, give me something. Might make me worser. I ain’t want that. My daughter told me not to do it, too.” –Patient

**WILL IT BE
EASY?**

NOPE.

WORTH IT?

ABSOLUTELY.





Do no harm and leave
the world a better
place than you found
it.

- Patricia Cornwell -

#SayQuotable



GRAMERCY
RESEARCH GROUP