

Background

- The NIH *All of Us* Program aims to improve precision medicine by collecting health information from over 1 million participants reflecting U.S. diversity.¹
- Latinos comprise 18.9% of the U.S. population² but represent less than 8% of clinical trial participants.³
- Culturally tailored approaches involving community and research partners can improve Latino participation of in medical research.

Objective

- To increase Latino participation in the *All of Us* Program through culturally tailored community outreach, bilingual support, and collaborative efforts

Methods

- The JUNTOS Center for Advancing Latino Health partnered with the National Alliance of Hispanic Health and local community based organizations to implement the following activities from July 2022 to June 2023.
- Community Health Worker-led presentations with enrollment demonstrations during weekends and evenings.
- Follow-up with those interested in participating.
- In-person Spanish-language conversations at neighborhood-based locations and events.
- Disseminated information about *All of Us* through JUNTOS and community partners' social media.
- Hosted *All of Us* Journey Bus bio-sample collection and health fair-fiesta event.



Culturally and linguistically tailored outreach and community partner collaboration



Increased representation of Latino participants in the *All of Us* Research Program

Results

- Community health workers reached 1,848 Latino individuals at 103 events.
- 452 individuals (24.4%) expressed interest in participating in *All of Us*
- 24,577 were reached through social media posts in Spanish



During the 4-day community event:

- 198 community members learned about the program in detail
- 86 enrolled in the program
- 99 physical measurements & bio-samples collected



Conclusion

- Collaboration with trusted community partners, bilingual community health workers, and addressing access barriers are promising approaches to increase Latino participation in *All of Us*.
- This approach provides a framework for increasing reach, interest, and enrollment of Latino population in medical research activities.

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References:

¹ Data Snapshots – All of Us Research Hub. (n.d.). <https://www.researchallofus.org/data-tools/data-snapshots/>

² US Census Bureau. (2023, June 29). <https://www.census.gov>

³ Byrne, L. M., Cook, S. K., Kennedy, N., Russell, M., Jerome, R. N., Tan, J., Barajas, C., Wilkins, C. H., & Harris, P. A. (2020). Opening doors to clinical trial participation among Hispanics: Lessons learned from the Spanish translation of ResearchMatch. *Journal of Clinical and Translational Science*, 5(1), e46. <https://doi.org/10.1017/cts.2020.539>