

Stanford Alzheimer's Disease Research Center

Participant Appreciation Day

November 4, 2023

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Assistant Professor

Department of Epidemiology and Population Health
Co-lead Outreach Recruitment and Engagement Core



Stanford
MEDICINE



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Agenda

- 1

 1:50-2:00 Introductions to the Outreach Engagement Recruitment Core & Community Advisory Board
- 2

 2:00-2:10 Introduction to breakout session
- 3

 2:10-2:40 Breakout groups
- 4

 2:40-2:55 Report back (3 min per table)

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OREC Team

Alzheimer's Disease Research Center



Lisa Goldman Rosas, PhD MPH
Core Leader



Patricia Rodriguez Espinosa, PhD MPH
Core Co-Lead
JEDI Program Director



Wei-Ting Chen, PhD
Community Engagement Specialist



Diana Carbajal
Clinical Research Associate

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OREC Aims

1

Enhance partnerships with the community, government, and key stakeholders to raise awareness and educate about Alzheimer's and related dementias.

2

Collaborate with our Community Advisory Board to design outreach strategies, enhance recruitment, and retain participants in Stanford ADRC research and affiliated projects.

3

Develop dementia course materials and workshops for community health workers and the public to boost referrals, retention, and sharing with sister ADRCs nationwide.

4

Collaborate with the Research Education component and other ADRC cores to assess outreach and recruitment needs of investigators and provide ongoing support.

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Stanford ADRC Community Advisory Board

Name	Affiliation
Amy Yotopolous	Avenidas - President and CEO
Benjamin Yen	Caregiver
Denise Coley	Parkinson patient and advocate
Elissa Wellikson	Veteran
Kirk Leu	Caregiver
Leslie K DuBridge	Senior advocate, National Board Certified Health & Wellness Coach
Sandra Green	Alzheimer's Association – Norther California Chapter
Sandra Winters	Senior Coastsiders - Executive Director
Sara Langer	Stanford ADRC Patient
Scott Roney	Veteran
Stella De La Pena	Alzheimer's Association - Director of Diversity, Equity and Inclusion
Ting Pun	The Vi Senior Housing Community – Patient & Research Participant Advocate

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ADRC CAB Proposed Goals

1


Offer direction on Alzheimer's Disease services, education, and research priorities for the Stanford ADRC.

2


Steer community partnerships and outreach for the Stanford ADRC.

3


Advise on successful recruiting for underrepresented communities for ADRC research.

4


Advise on effective recruitment for diverse ADRC research participation.

5


Act as community ambassadors for dementia research outreach and recruitment.

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Plan

- Group dynamics and structures
- Break into small groups and go to tables
- Small group discussion
- Report back
- Conclusion



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Recruitment Successes

- The ADRC has recruited 63 people with Alzheimer's Disease and 251 healthy controls
- 72% of participants have been retained

Challenges

- Presently, Latinx involvement stands at 10%, with the aim to enhance it to 20%.



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Small group discussion questions

- 1 • Participant Research Motivation:
 - Why engage in research?
 - How can we enhance early ADRC engagement?
- 2 • Long-term Engagement Drivers:
 - What sustains participant involvement?
 - Meaningful benefits for better retention.
- 3 • Addressing Barriers:
 - Challenges in underrepresented community involvement.
 - Overcoming engagement obstacles.

- **Caregivers:**
 - Barriers for caregivers from underrepresented groups
 - Overcoming obstacles in supporting loved ones in research
 - Focus on Latino/Hispanic/Latinx, Asian American, Pacific Islander, and Native Hawaiian communities
 - Strategies to address caregiver challenges

Facilitator Note: Target 20% Latinx participants (currently 10-12%).

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Thank you very much!



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