Outreach to the Latino Community: Development and Results of the Community Outreach Program

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Historical background

• Minority recruitment emphasis began in 1992
• Satellite clinics in clinic settings with referral as recruitment method
• Limited success due to:
  – multiple medical co-morbidities, limited social support, low motivation for research
• Subjects often demented and difficult to enroll in longitudinal research
• 2001 marked shift to a new approach
Community Outreach Program

• Active screening in community & healthcare settings
  – Influenced by success of SALSA and SENAS studies
  – Educational presentations at churches, health fairs, etc.
• Removing barriers to participation: e.g., in-home assessment and transportation to clinic
• Hiring bilingual, bicultural staff and clinicians
• New goals of recruitment
  – 1/3 Hispanic, 1/3 Black, 1/3 WNH
  – Range of educational levels
  – Spectrum of cognitive function
• Facilitated by NIA supplement and R01s
Completed cognitive screening \((n = 1357)\)

- Referred for clinical evaluation \((n = 661)\)
  - Clinical evaluation completed \((n = 404)\)
    - Enrolled \((n = 301)\)
  - Clinical evaluation not completed \((n = 257)\)
    - Not enrolled \((n = 103)\)
- Not referred for clinical evaluation \((n = 696)\)
Comparison of ADC Participants by Ethnicity

- **African American**
  - 1996-2001: 7%
  - 2002-2007: 24.30%

- **Hispanic**
  - 1996-2001: 4.90%
  - 2002-2007: 20.50%

- **Caucasian**
  - 1996-2001: 84.20%
  - 2002-2007: 51.50%

- **Other Minority**
  - 1996-2001: 3.90%
  - 2002-2007: 3.70%
Impact of community outreach program on numbers of minorities recruited

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<tbody>
<tr>
<td>African-American</td>
<td>33</td>
<td>151</td>
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<tr>
<td>Hispanic</td>
<td>23</td>
<td>127</td>
</tr>
<tr>
<td>Caucasian</td>
<td>295</td>
<td>320</td>
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Ongoing efforts to retain participants

• Prioritize hiring and retention of bilingual staff and clinicians
• Spanish-language version of newsletter
• Spanish language materials
• Community presentations
• Christmas cards etc…
• Educational events focused on brain health and aging
  – Wellness Forum on Healthy Aging
  – Spanish Mini-medical School
La Mini Facultad de Medicina en Español

• Spanish Mini-Medical School
  – Nationally unique - - 2008 & 2009
• Focus on brain health and aging
• Collaboration with other UCD centers
• Presentations in Spanish by MDs and RNs
• Attendance: 110 (2008), 66 (2009)
  – Many attendees are ADRC participants/families
  – External funding to expand being sought
• Good for retention, staff morale!
Reference