

A Multichannel Approach to Reducing the Health Equity Gap in the Black Community

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1. Background

The Black population has the highest death rate, and shortest survival time, after a cancer diagnosis. Simultaneously, this population is also systematically underserved and historically marginalized through educational systems regarding health care choices, leaving questions about where and when to turn to outside resources for help. Multichannel and cross-promotional content has served as the gold standard for capturing attention, generating awareness, and inspiring action amongst underrepresented demographic groups.

2. Goals

- Develop multichannel and cross-promotional content that provides education and enumerates clinical trial participation in the Black community within the Cedars-Sinai Cancer catchment area.
- Address the systemic information gap in Black communities by developing and distributing a tailored educational marketing campaign leveraging several pre-identified influencers.
- Distribute developed content through partnerships with key organizations that have extensive earned reach in targeted underrepresented communities.

3. Solutions and Methods

A collaboration formed between Cedars-Sinai Cancer's medical director of pancreatic cancer, medical director for outreach, Clinical Trials Equity Program, Pancreatic Cancer Action Network (PanCAN), a Cedars-Sinai Cancer patient, and various stakeholders to produce two public service announcements (PSAs). The short version of the PSA illustrated our patient's experience with cancer and participation in research. The PSA's long version highlights Cedars-Sinai's diverse staff, communicating the importance of Black populations joining clinical trials, safeguards protecting research patients, educational resources, and personal experience in research.

Upon completion of the PSAs, a distribution system and analysis were developed to release the PSAs on digital platforms between May and November 2022. A call to action encouraged audiences to learn more about research by calling the Cedars-Sinai Cancer Clinical Trials Hotline 310-423-2133. The hotline, managed by Cedars-Sinai's marketing team, provides analytics regarding the inbound calls relating to the PSA distribution. Digital publications were developed focusing on the Cedars-Sinai patient featured in the PSA, further amplifying messaging. These digital publications were distributed on the same platforms as the PSA.

4. Outcomes

Multiple strategies are ongoing. According to Cedars-Sinai's marketing data for the clinical trials hotline, an estimated 134 cancer trials referrals potentially resulted from PSA distribution. (See Figure 1.) According to data provided by Cedars-Sinai's social media team, the short version of the PSA reached 2,598 accounts, 2,987 impressions, 56 likes, 1 comment, 927 views and eight profile visits on Instagram and 521 views, 33 reactions, and 3 comments on Facebook. The long version of the PSA reached 1,327 views on Instagram, 622 views and 40 reactions on Facebook, 551 views and nine reactions on YouTube,

and 1,199 impressions, 116 engagements, 18 profile visits, 14 link clicks, 24 likes, and nine retweets on Twitter. Early data show that these efforts have resulted in an increase to our accruals in interventional, therapeutic trials.

5. Lessons Learned and Future Directions

Future directions include refining the hotline process to add identifying intake questions to better understand if callers interested in cancer trials have viewed the PSAs. It is unclear if the PSA distribution had a direct impact yet on increased enrollment of the Black community in cancer clinical trials, yet it is our goal to continue a campaign to increase education and participation in cancer prevention and research.

Figure



Cancer - Clinical Trials Campaign										
	FY22				FY23					
	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Referral Volume	5	19	18	14	20	13	14	8	11	12