



LAYERED

A Study on the Perceptions of
Clinical Trial Participation Among
Black Women in the U.S.

gci group

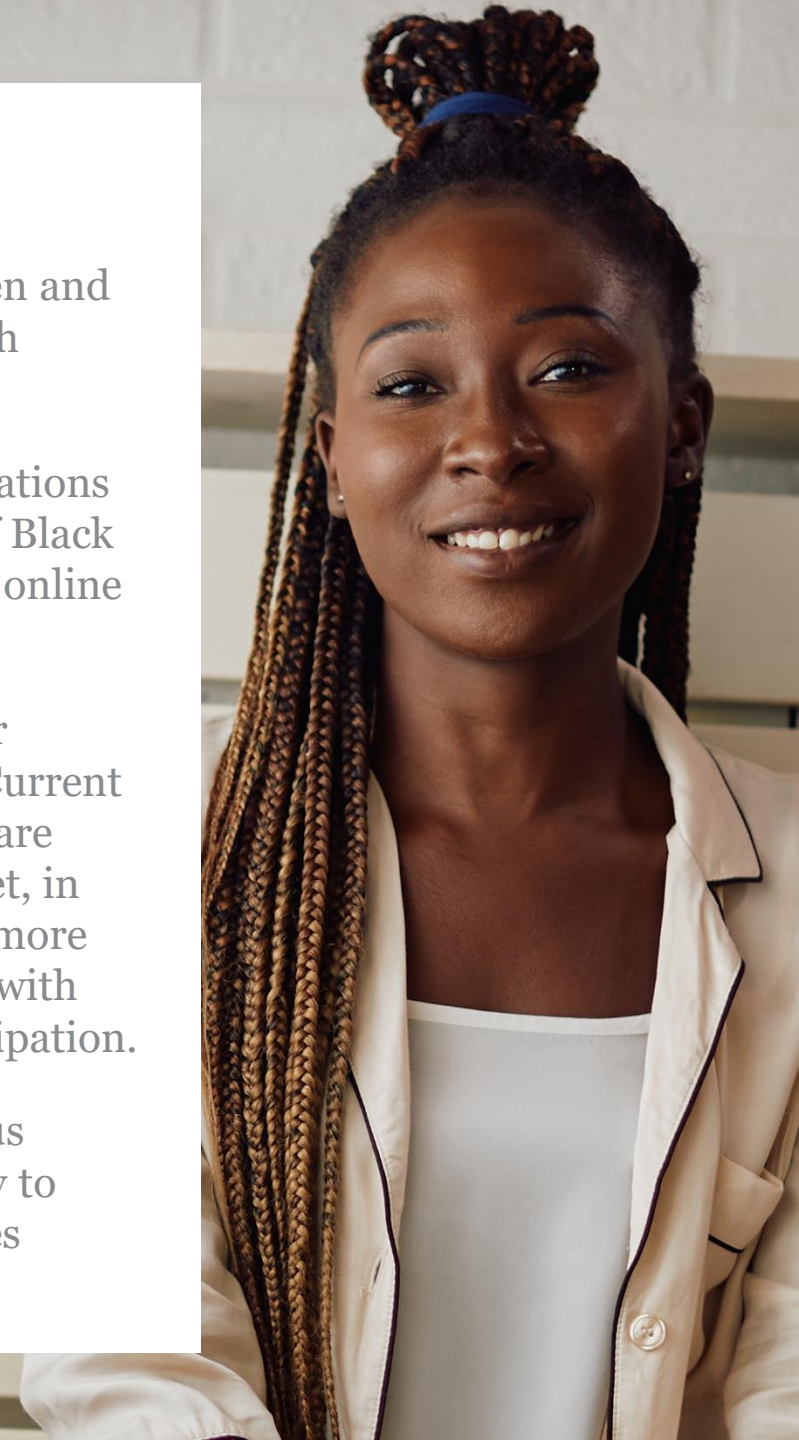
About This Research


Compared to white women, Black women have a shorter lifespan, higher disease burden and are less likely to survive carrying or delivering their babies. Despite having worse health outcomes, Black women are largely absent from current clinical trial research.

As a healthcare communications agency committed to creating clinical trial communications strategies that advance access, GCI Group wanted to better understand the attitudes of Black women around clinical trial participation. To that end, we conducted a comprehensive online survey among a representative sample of 500 Black women in August 2023.

In spearheading this study, Kianta Key, Group Senior Vice President and creator of our Identity Experience (IX) framework, began by leaning into her own lived experience. Current literature and experts suggest that historical and contemporary mistrust of the healthcare system is a key factor that discourages Black women from enrolling in clinical trials. Yet, in conversations with members of her family and community, Kianta noticed something more layered and nuanced. We set out to test the prevailing hypothesis by engaging directly with Black women to understand their beliefs, influences and barriers to clinical trial participation.

We hope our initial findings are a catalyst for driving new ways of thinking that bring us closer to exceeding the FDA's diversity mandate and fulfilling our shared responsibility to transform clinical trials to help improve health outcomes for marginalized communities through communications.



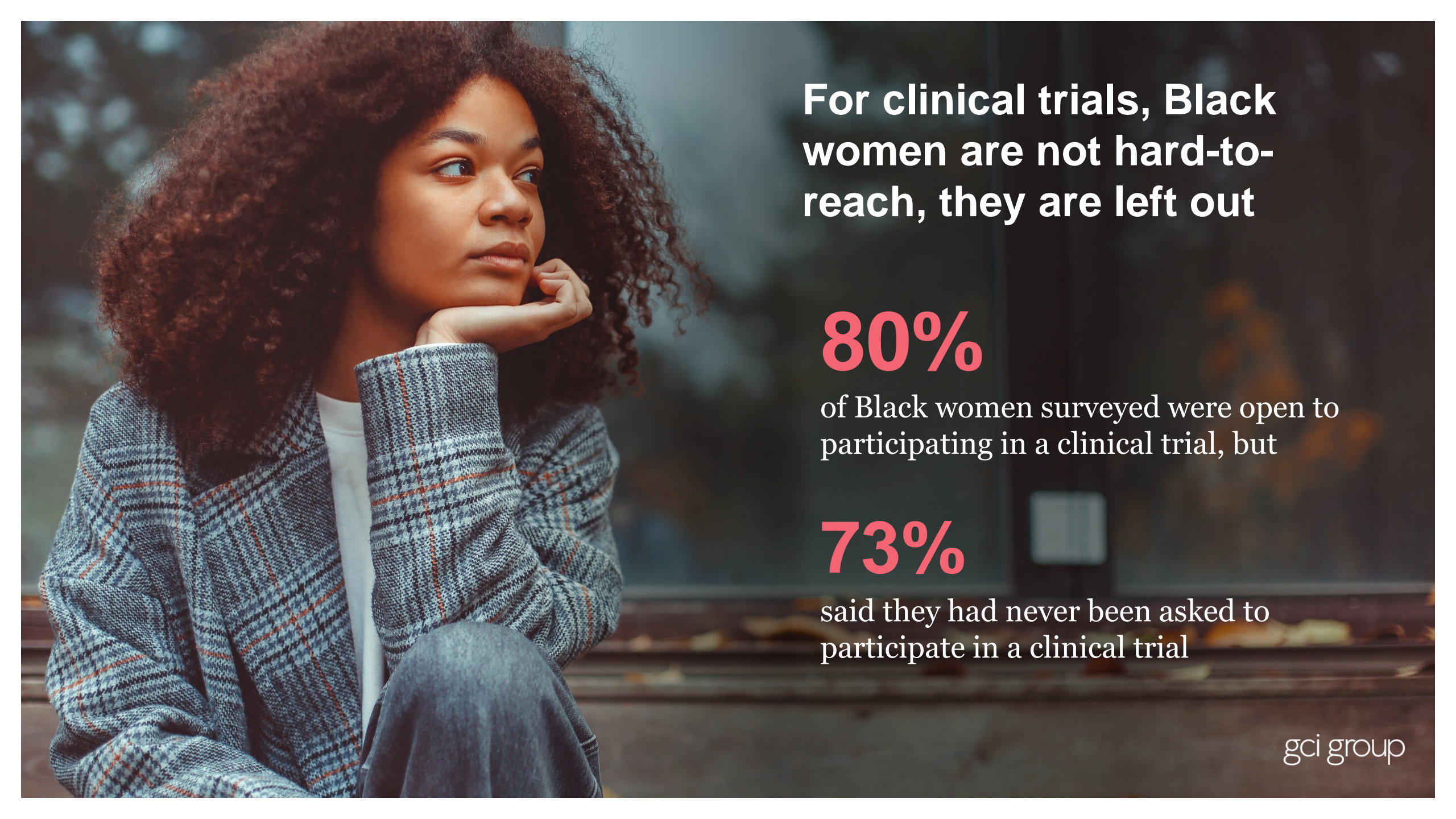


Our Methodology

We surveyed **500 Black women** to understand their perceptions about clinical trials

We conducted a comprehensive, device-agnostic **online survey**

Respondents, ages 18 and older, represented residents across **38 states** in the U.S.



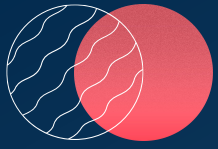
For clinical trials, Black women are not hard-to-reach, they are left out

80%

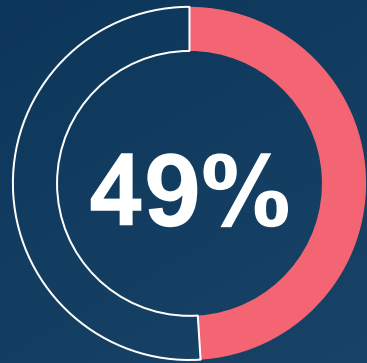
of Black women surveyed were open to participating in a clinical trial, but

73%

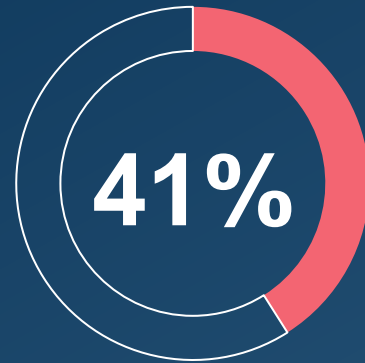
said they had never been asked to participate in a clinical trial



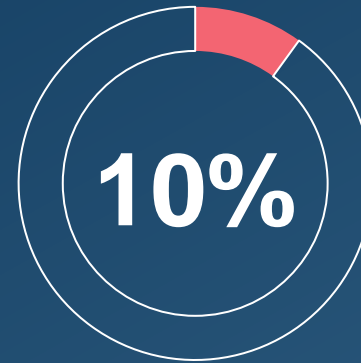
Black women's perceptions about clinical trials and clinical trial experiences leaned positive and neutral



had a positive perception of clinical trials



had neither a positive nor negative perception of clinical trials

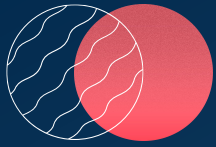


had a negative perception of clinical trials

Of respondents who participated in a clinical trial,

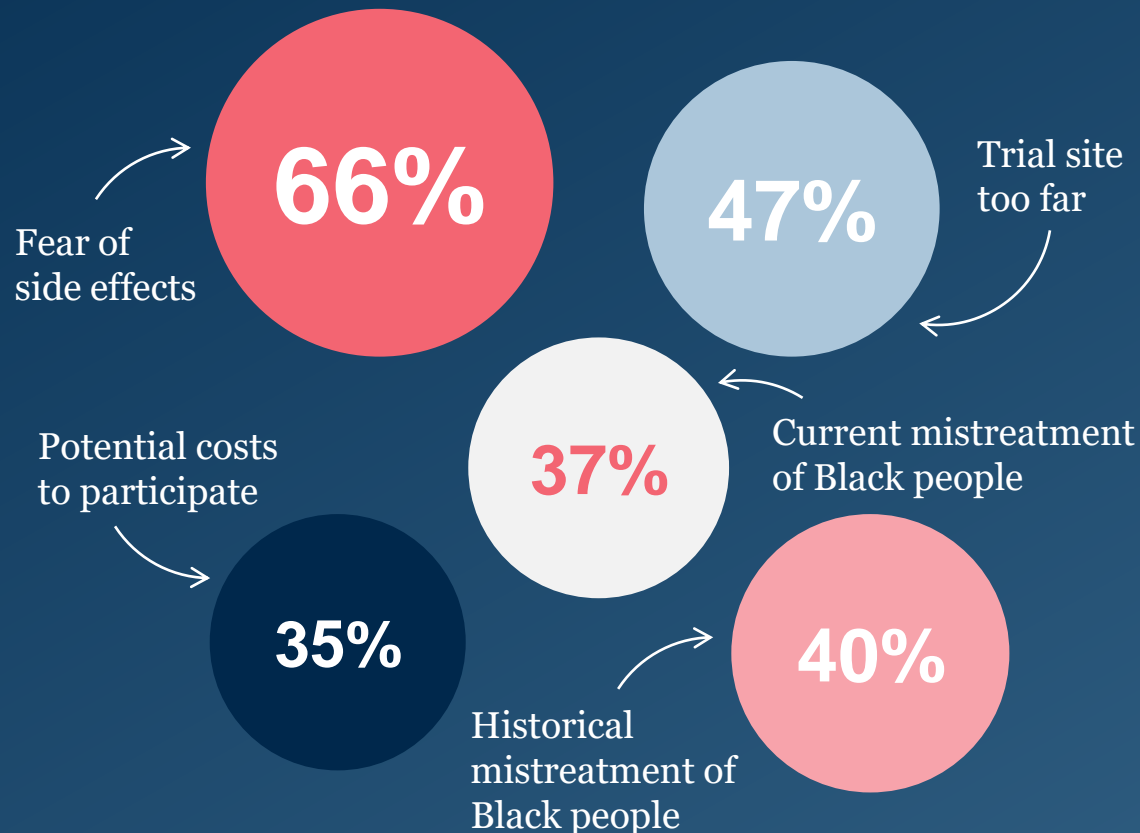
67%

shared that they had a good or exceptional experience



Safety is paramount for clinical trial participation

The top 5 reasons for not participating in clinical trials were:



There are historical and contemporary healthcare injustices that continue to be unhealed scar tissue for Black people, particularly Black women

Given the past and current realities, Black women want to ensure that participating in a clinical trial will be safe

Clinical trial influence extends beyond the doctor's office

The top influencers that could drive clinical trial consideration were:

<39

- A celebrity
- A media outlet
- Someone I follow on social media

40-49

- Self-care team (e.g., hair stylist, nail tech)
- A friend or family member
- A media outlet

50-59

- Self-care team (e.g., hair stylist, nail tech)
- A media outlet
- A reporter/journalist

60+

- Healthcare team (e.g., doctor, pharmacist)
- Patient advocacy group
- A friend or family member



So, what are the lessons for how we use communications to **increase** clinical trial participation among Black women?





01

Lead With Intersectionality

Black women are not a monolith, and their multidimensional identities influence their healthcare decision-making. If we ground our communications in the many layers of Black female identity, we're better able to create narratives that resonate and form new pathways to nurture trust.

Champion Clinical Trial Education

While many respondents have a positive perception of trials, **41%** are neutral. Industry partners, advocacy groups, healthcare professionals, agencies and government entities can instill trust and increase participation through consistent clinical trial education that is representative of the people they want to reach.



03

Double-Down on Safety Messaging

80% of Black women are willing to participate in a clinical trial, but they need to know that it will be safe. This needs to be a cornerstone of messaging. There's also an opportunity to elevate the positive experiences of Black women who have already participated in clinical trials.

Engage the Right Voices Across Diverse Platforms

It's important to look beyond healthcare providers to align with influencers whose messaging will resonate, whether that's a celebrity, journalist or stylist. Additionally, as communicators find new ways to integrate artificial intelligence and digital platforms into outreach, traditional media channels are still important. It's essential to distribute content across various channels to reach Black women where they are to increase clinical trial education.

04



For a deeper view into the intersectional results or to learn more about how we're powering clinical trial communications through Identity Experience (IX), please reach out to clinicaltrials@gcihealth.com

Kianta Key

Group Senior Vice President and Head of Identity Experience; author of Layered: A Study on the Perceptions of Clinical Trial Participation Among Black Women in the U.S.