

Strategies to Increase Latino Diversity in Clinical Trials



For the United States, Direct to Patients:

- **Multilingual Study Materials:** Develop study materials in Spanish and Portuguese and ensure the presence of bilingual study staff to enhance accessibility and understanding.
- **“Promotoras” and Community Partnerships:** Collaborate with “Promotoras” and leverage partnerships with community organizations, Patient Advocacy Groups (PAGs), and Community Health Centers to establish trust.
- **Social Media Outreach:** Utilize platforms like Facebook (69% usage) to create targeted social media outreach campaigns, fostering awareness and engagement within the Latino community.
- **Economic Disparities:** Tackle logistical barriers arising from economic disparities by implementing initiatives that alleviate financial burdens on participants.

For the United States, Direct to Doctors:

- **Latino Doctors:** Increase the number of Latino doctors involved in clinical research by providing enhanced training opportunities and support.
- **Key Opinion Leaders (KOLs):** Partner with KOLs who have access to networks of Latino doctors, fostering engagement and participation in clinical research.
- **Medical Associations:** Work closely with Medical Associations such as the *National Hispanic Medical Association* (NHMA) to tap into their resources and networks.
- **Government Programs:** Explore government programs, including the *National Institutes of Health* (NIH), to amplify support for clinical research initiatives.
- **Decentralized Clinical Trial (DCT):** Adopting DCT methodologies amplifies accessibility, fostering increased participation and engagement in clinical trials.

Global Outreach:

- **Consider Latin America:** Select specific Latin American countries and conduct a comprehensive analysis, including an assessment of disease prevalence, demographic and epidemiological factors, regulatory processes, and logistical considerations such as lab shipments.
- **KOLs and Centers of Excellence:** Identify and collaborate with KOLs and centers of excellence to establish strong relationships and networks for clinical trial execution.
- **Develop Early Enrollment and Outreach Plans:** Plan for enrollment strategically from the early stages of the clinical trial process. Develop outreach plans tailored to both patients and doctors, considering cultural nuances to ensure effectiveness in diverse regions.

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