

Recruiting Older Adults into Research (ROAR)



ROAR....

...aims to engage older adults, including those of diverse ethnic and racial backgrounds, to volunteer for participation in clinical research...

(starting with Alzheimer's research)

...using Aging Services and Public Health networks as trusted sources of information...

...thereby helping to accelerate scientific discovery.

ROAR and Current Initiatives

National Plan to Prevent Alzheimer's Disease

- Action 1.B.3: Increase enrollment in clinical trials and other clinical research through community, national, and international outreach
- Action 2.A.5: Strengthen state aging and public health workforces
- Action 1.B.4: Monitor and identify strategies to increase enrollment of racial and ethnic minorities in Alzheimer's disease studies
- Action 2.A.9: Engage the public health workforce on brain health

The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships, 2013-2018,

- E-08: Promote appropriate partnerships and strategies to educate and increase local participation in clinical trials and studies on cognitive health and impairment.

ROAR Project Aims

- **Make it EASY:** Simple call to action, using *existing* registry platforms
- **Engage trusted messengers:** Involve the Aging Services and Public Health networks, who have high touch with diverse older adults and caregivers
- **Deliver simple, persuasive messages:** Develop & test easy to use materials appropriate for Aging Services and Public Health
- **Measure impact:** Use metrics built in to partner registries

Aging Services

- Information & Assistance Hotlines
- Health & Wellness Programs at Senior Centers & Nutrition Sites
- Caregiver Support groups
- Respite
- Aging & Disability Resource Centers
- Care Coordination, In-home Chore & Homemaker Programs
- Senior Transportation & Home Delivered Meal Programs

Public Health

- Community coalitions
- Public health centers & clinics
- State/Local plans
- Educational programs
- Community health workers
- Senior Health Officials/Public Health Administrators

Partnerships across these networks and the Alzheimer's Disease Centers at the local levels

Reaching Underrepresented Populations

Aging Services

- 11,304,795 Total Clients
- 2,879,521 Registered Services Clients
- 25% of registered services clients are racial/ethnic minority
- 29.5% registered services clients below poverty
- 37% rural

Public Health

Survey of state health departments*:

- 84% of agencies support health disparities or minority health initiatives
- almost 3/4 work to address rural health issues
- approximately 3/4 provide financial support to primary care providers in their state

* Association of State and Territorial Health Officials (ASTHO) survey

Facilitated Connections Among Registries



ResearchMatch

Alzheimer's Prevention Registry



Convened Thought Leaders

Aging Services

Area Agencies on Aging
National Association of Area Agencies on Aging (n4a)
National Association of States United for Aging and Disabilities (NASUAD)

Federal Government:

CDC, ACL/AoA, NIA/NIH, HHS ASPE

State Government:

Public Health Representatives
State Unit on Aging Representatives

Public Health

National Association of Chronic Disease Directors (NACDD)
Association of State and Territorial Health Officials (ASTHO)

Research

NIA AD Center Education Core leaders
Resource Center for Minority Aging Research (RCMAR)
Alzheimer's Disease Cooperative Study (ADCS)
Experts focused on recruitment of under-represented populations

Voluntary Health Organizations

Alzheimer's Association
USAgainst Alzheimer's

Registries

Research Match
Trial Match
Alzheimer's Prevention Initiative



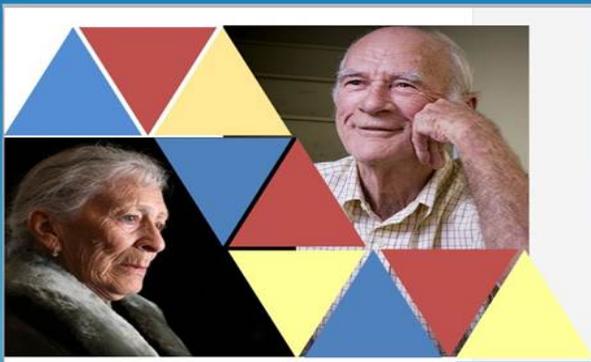
Developed Simple Call to Action

You CAN make a difference:
For Yourself & For Future Generations



Go to <http://www.researchmatch.org/roar> and join your family, neighbors and friends participating in research studies to help current & future generations!
Additional local contact info here:

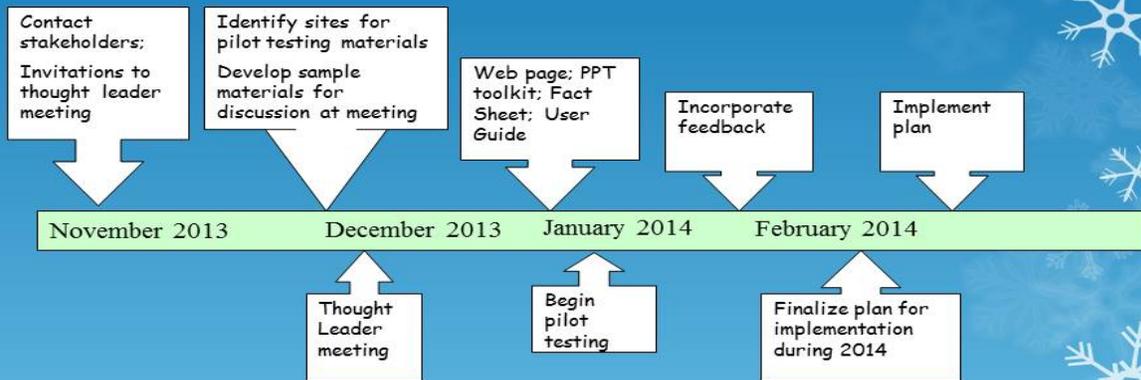
Finalizing Outreach Plan



ACL/NIH/CDC
ROAR (Recruiting Older Adults into Research)
Outreach Plan

Prepared on behalf of a joint collaboration between the Administration for Community Living (ACL), National Institutes of Health (NIH), and the Centers for Disease Control (CDC)

ROAR Timeline



Future plans

- Sustain ongoing interagency partnership
- Build on momentum from ROAR collaborations to date (HHS Innovates and HHSIgnites Awards) and other current initiatives (NAPA, Brain Health)
- Finalize action steps, messages and materials, roll out to interested sites
- Engage additional partners, participating sites
- Measure impact and revise strategy

ROAR Team

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