

THE 2024 AD SUMMIT: COMMUNITY ROUNDTABLE FOR ACTIONABLE CHANGE

This resource was made as part of the 2024 NaRCAD Summit roundtable session where attendees collaborated on strategies to ensure inclusivity in various aspects of an AD campaign.

Inclusivity in Action!

What can we do to **ensure inclusivity** within each content area of an AD Campaign?

A. STAFFING & TRAINING

- Ensure that the staffing itself is diverse, from planning to execution (detailers, epidemiologists, program management, etc.)
- Have staff directly reflect the identities of the community they're trying to serve
- Team building exercises
- Develop bonds with team members
- Diversity, equity and inclusion training
- Make sure the team is reflective of the unique experiences of those being served
- Work with community groups
- Ensure solutions are accessible and practical to patients
- Conduct focus groups
- Use materials from CDC
- Consider our own implicit biases and address these first!

B. DEVELOPING MATERIALS & KEY MESSAGES

- Conduct focus groups
- Ask folks with lived experience about key decisions
- Use materials from CDC

- Bring testing/resources TO folks instead of making them come IN for testing/resources
- Ensure community voices are included in the development of materials and key messages
- Ensure materials have inclusive language and are available in all languages of patients who may be affected by the issue
- Involve community groups and champions as a resource when relevant
- Have materials to give to community members
- Develop focus groups and build materials that create more targeted messaging
- Create resource lists
- Ensure adequate compensation of community/patient voices

C. SELECTING CLINICS & SCHEDULING 1:1 VISITS

- Identify where the clinical issue is concentrated and choose clinics near that concentration
- Target each area across the board of socioeconomic status
- Create a heat map of clinics within areas where the clinical issue is highest
- Start with a clinic you have had a visit with first to establish connections and confidence
- Customize calls/emails
- Consider the unique workflow of the clinic
- Connect with public schools and public libraries to disseminate materials to the whole community

D. CONDUCTING VISITS & COLLECTING VISIT DATA

- Ask/tell real world stories in order to include different patient experiences
- Hear multiple points of view
- Ask providers what they're seeing in their practice



#ADSUMMIT

- Disseminate information from the local public health department to the clinicians
- Provide relevant materials and resources
- Prioritize what's relevant to a clinic's particular patients
- Conduct practice visits to explore pushback