

# *Three Key Cs for Spreading Health Messages to Hispanic Communities on Social Media*

**All of Us**  
RESEARCH PROGRAM

## Collaboration, Communication, + Connection



National Institutes  
of Health

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# *All of Us* Research Program

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# The *All of Us* Research Program

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- ◉ The cornerstone of the larger Precision Medicine Initiative—led by the NIH
- ◉ One million or more volunteers, **reflecting the broad diversity of the U.S.**
- ◉ Data will inform a variety of research studies

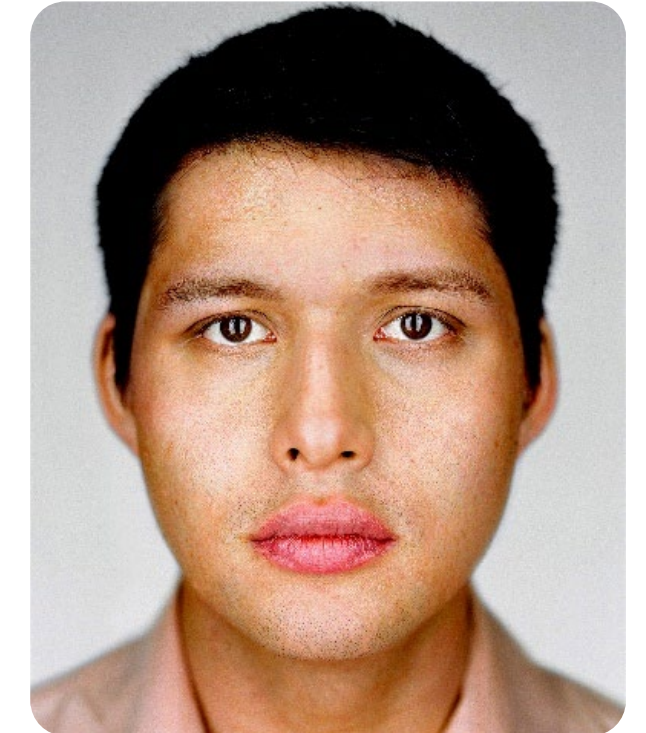
**All***of***US**  
**RESEARCH PROGRAM**



# Importance of Diversity in Research

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- How can we be more inclusive in medical research so that health approaches can one day be tailored for the individual?
- How can we reach and build trust in communities previously underrepresented in medical research?





# Collaboration

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## A Key Observance

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September 15 – October 15 2018

# Working Together

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**Working Group Pilot**



# Working Together

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**Organic Connections**




# Communication

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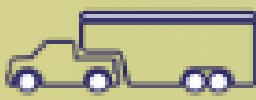
# Theme + Objectives




PROGRAMA CIENTÍFICO

[QUIÉNES SOMOS](#) [CÓMO PARTICIPAR](#) [NOTICIAS Y EVENTOS](#) [COMUNIDAD](#) [PARTICIPE AHORA](#)


[ENTRAR](#) | [ENGLISH](#) 




VEA NUESTRO RECORRIDO POR LOS ESTADOS UNIDOS >



VEA LOS MOMENTOS IMPORTANTES DE NUESTRO EVENTO DE LANZAMIENTO >



SUSCRÍBASE PARA RECIBIR ACTUALIZACIONES SOBRE EL PROGRAMA >



Desplazarse para obtener más

## ¿Qué es el Programa Científico *All of Us*?

*All of Us* es un nuevo programa científico de los Institutos Nacionales de Salud (NIH, por sus siglas en inglés). Su objetivo es lograr avances en medicina de precisión. La medicina de precisión es servicio de salud basado en usted como individuo. Toma en cuenta datos tales como su medio ambiente, lo que usted hace, y el historial médico de su familia. El objetivo de la medicina de precisión es informar a la gente la mejor forma de mantenerse saludable. Si alguien se enferma, la medicina de precisión ayudará a los equipos de servicios de salud a encontrar el tratamiento más efectivo.

Para lograrlo, necesitamos un millón de personas o más. Quienes participen compartirán información acerca de su salud a lo largo del tiempo. Los investigadores estudiarán esta información. Lo que aprendan podría mejorar la salud de futuras generaciones. Los participantes son nuestros colaboradores. Con el tiempo compartiremos la información que obtengamos con ellos.



# A Content Plan





# A Content Plan





[The Dish Vlog](#)

New Content




# A Content Plan




[Home](#) [Edición en Español](#) [Immigration](#) [Health](#) [Education](#) [Latin America](#) [United States](#) [Politics](#) [Más](#) 

## Opinion: Hispanics Are Often Left Out of Medical Research and Breakthroughs. It's Vital to Ensure All of Us Are Included

There is an urgent need to increase minority representation in medical research so that everyone, no matter their heritage, background or socioeconomic standing, can receive medical treatment designed with their specific needs in mind. The National Institutes of Health 'All of Us' Research Program seeks to address this with your vital input.







OPINION

ELENA RIOS 

President and CEO, National Hispanic Medical Association

2018-07-13T11:23:06-04:00

SHARE   



Still today, in 2018, we hear from our physicians almost daily that they feel unable to provide their patients with the best care possible because their community's specific health needs are not adequately captured in medical research. Crédito: M. Spencer Green/AP

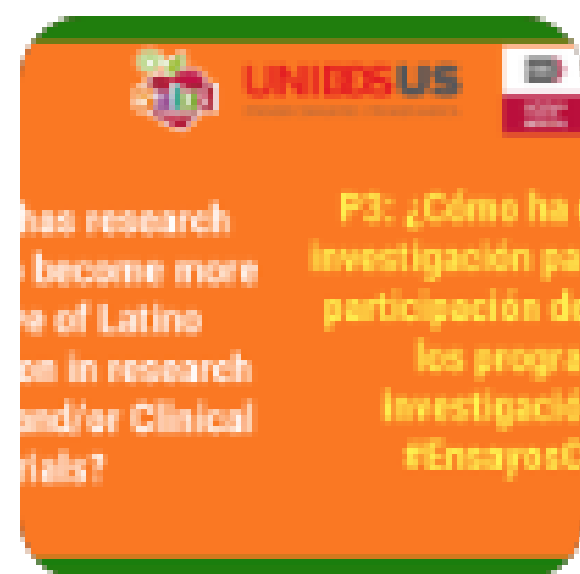
Timely Placed Op-Ed

# A Content Plan



**AllofUsResearch** @AllofUsResearch · Oct 16

A3: Incluir a grupos minoritarios en All of Us + estudios de salud son importante para el avance de la ciencia. Esto asegurará que la investigación en salud + avances médicos nos beneficien a todos. [youtube.com/watch?v=OaFMo...](https://www.youtube.com/watch?v=OaFMo...)  
#SaludTues #JoinAllofUs #ParticipaenAllofUs



**Salud America!** @SaludAmerica

Q3: How has research changed to become of #Latino participation in research program #ClinicalTrials?  
P3: ¿Cómo ha cambiado la investigación pa



**HHS OASH Region II** @HHS\_HealthReg2 · 4 Oct 2018

Join us, @Health4Americas + @AllofUsResearch on 10/5 (12pm PT) for a Facebook Live Q&A in Spanish. Tune in to find out how the Hispanic community may benefit from participating in this research program: [bit.ly/2yb6rr2](https://bit.ly/2yb6rr2)  
#HealthyLatinos #JoinAllofUs #HispanicHeritageMonth





# Connection

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# Hispanic Heritage Month Campaign



FDA Minority Health

@FDAOMH • Photo Retweet

8d

There's still time to register for a webinar today at 1 PM ET with OMH Director Dr. Matthew Lin, @Health4Americas, @AllofUsResearch, @FDAOMH, and @SDSU on Hispanic participation in research studies. [bit.ly/2ODlbcx](https://bit.ly/2ODlbcx) #HispanicHeritageMonth [pic.twitter.com/mKf00NWmN4](https://pic.twitter.com/mKf00NWmN4)



Retweet of @MinorityHealth



NIDCR@NIH


@NIDCR • Photo Retweet

8d

Mark your calendars! #JoinAllofUs, @SaludAmerica, @ericdishman, @WeAreUnidosUS, & @NCIespanol on 10/16 (1pm ET) for a Twitter chat about the importance of Latino participation in health research + clinical trials. Use #SaludTues to participate! #HispanicHeritageMonth [pic.twitter.com/jdxcl9Y70j](https://pic.twitter.com/jdxcl9Y70j)



Retweet of @AllofUsResearch




Eric Dishman


@ericdishman • Photo Retweet

7d

The @AllofUsResearch Program aims to enable the research breakthroughs that will bring us precision medicine. #SaludTues #HispanicHeritageMonth #JoinAllofUs [pic.twitter.com/b0c5WFFagY](https://pic.twitter.com/b0c5WFFagY)



Retweet of @HHS\_HealthReg2



All of Us-UW

@AllofUsBadgers • Photo Mention

8d

While Hispanics comprise 17% of the US population, they account for less than 1% of all participants in #research funded by the @NIH. The @AllofUsResearch Program aims to help change this. [ow.ly/65WM30meWmc](https://ow.ly/65WM30meWmc) via @ComcastNewsmkrs #HispanicHeritageMonth [pic.twitter.com/Ey3W1zL8tH](https://pic.twitter.com/Ey3W1zL8tH)



## CAMPAIGN AT A GLANCE

800+ posts promoting the *All of Us* Hispanic Heritage Month Campaign across the consortium

22,525,000+  
Campaign Reach

National + Consortium Impact



# Hispanic Heritage Month Campaign



Yvette Marquez  
@MuyBuenoCooking

Follow

#DYK by 2060, the Hispanic population will make up nearly 30% of the U.S. population, but we only represent 1% of participants in medical research today? This Hispanic Heritage Month create a healthier future! JoinAllofUs.org. #JoinAllofUs #ParticipaenAllofUs

2:55 PM - 8 Oct 2018

3 Retweets 1 Like

1 Like



Crystal Mendez  
@CrystalMendez08

#DYK by 2060, the make up nearly 30% but we only represent 1% in medical research today? JoinAllofUs.org. #JoinAllofUs #ParticipaenAllofUs



2:25 PM - 21 Sep 2018 from San Antonio, TX

1 Retweet



hectorrochas • Follow  
Los Angeles, California

hectorrochas Having my dear mom passed away from a disease no one in the family was aware of, made more conscious about my health and finding ways to prevent anything I might be risk of. #DYK by 2060, the Hispanic population will make up nearly 30% of the U.S. population, but we only represent 1% of participants in medical research today? Let's join together this Hispanic Heritage Month to create a healthier future for our community. Learn more at JoinAllofUs.org. #JoinAllofUs #ParticipaenAllofUs #hispanicheritagemonth All of Us es para todos ustedes. Aprenda sobre el Programa Científico All of Us y cómo su participación puede ayudar no solo a su familia, sino también a la comunidad Latina: <http://bit.ly/2OEvero> #ParticipaEnAllofUs



151 likes

SEPTEMBER 19

Add a comment...

8 LATINO DIGITAL INFLUENCER PLACEMENTS = 40,000+ REACH

6 MEDIA PLACEMENTS AND CALENDAR LISTINGS = 53M+ REACH



## All of US Research Program Seeks to Advance Precision Medicine

Posted by Editor on October 18, 2018 in Health | Comments Off on All of US Research Program Seeks to Advance Precision Medicine

The National Institutes of Health (NIH) *All of Us Research Program* is enrolling one million or more people who reflect the diversity of the United States. For various reasons, Latinos have traditionally not participated in medical studies or clinical trials. The NIH is doing a special push this year to increase participation from the Latino community. People ages 18 and older, regardless of health status, will be able to enroll. The mission of the *All of Us Research Program* is simple. They want to speed up health research and medical breakthroughs. The NIH is creating a research community of one million people who will share their unique health data. This will include answering survey questions and sharing electronic health records (EHR). Some participants may also be asked to provide blood or urine samples. The health data gathered from participants will be stored in a database. Approved researchers can access this data to explore how factors like environment, lifestyle, and genes, can impact health. This may help develop new medical treatments that are unique to individuals and enable a future of precision medicine for all of us. To learn more about the program and how to join, please visit [www.JoinAllofUs.org](http://www.JoinAllofUs.org).



Influencer + Media Placements





# Hispanic Heritage Month Campaign

All of Us Research shared a live video.

Published by Cynthia Baghdasarian [?] · October 5 at 12:13 PM · 🌐

Excited to bring you this Spanish Q&A about the All of Us Research Program hosted by the [National Alliance for Hispanic Health](#). Have questions about the All of Us Research Program? Leave them in the comments below.

1,395 Views

National Alliance for Hispanic Health was live.

October 5 at 12:11 PM · 🌐

Follow

355

People Reached

42

Engagements

42

Clicks

Boost Unavailable

33

3 Comments

10 Shares

FB Live Performance Numbers
1,834 Video Views
5,203 People Reached
249 Combine Likes, Comments and Shares

NAHH Facebook Live



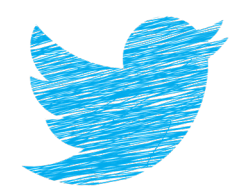


# Symplur Signals Trending Terms: Sept. 13 - Oct. 17



# #JoinAllofUs x #HispanicHeritageMonth

## Creating the Conversation



# Symplur Signals Trending Terms: Sept. 13 - Oct. 17

Previous period



Common



This period



Changing the Conversation



# Key Takeaways

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- ◎ Start planning early.
- ◎ Collaboration, partnership, + relationship development are important for building trust and reaching new audiences.
- ◎ Development of a working group helped bolster ideas and foster organic collaboration.
- ◎ Prepared and packaged content in English and Spanish allowed for easy-to-share messages and visuals.
- ◎ Promote.

Connect with *All of Us* at @AllofUsResearch



Facebook

Twitter

Instagram

Contact: Yasmin.Kloth@nih.gov