


THE POPULAR OPINION LEADER MODEL AND CLINICAL TRIALS

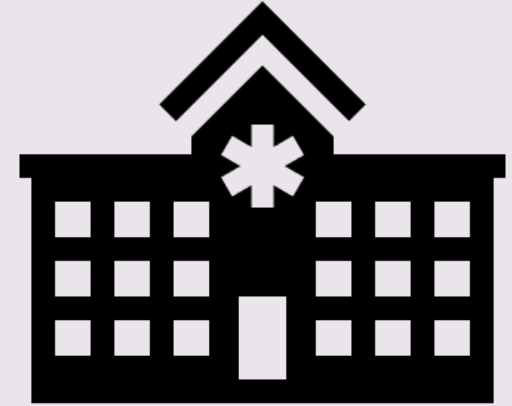


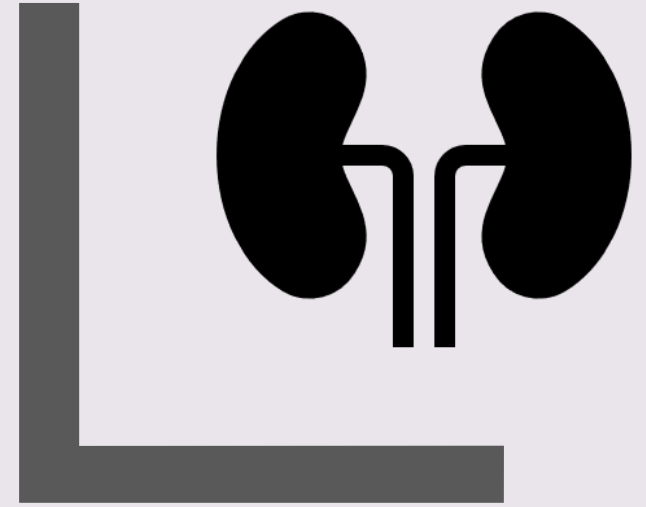
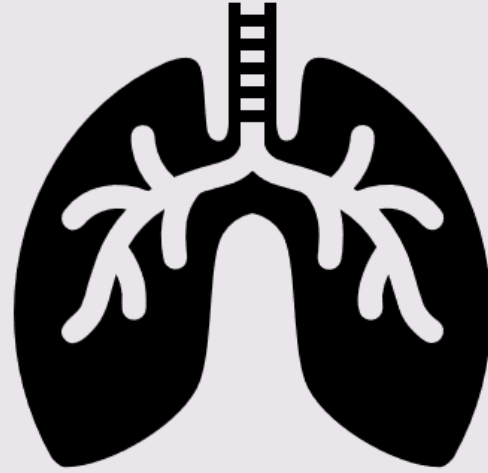
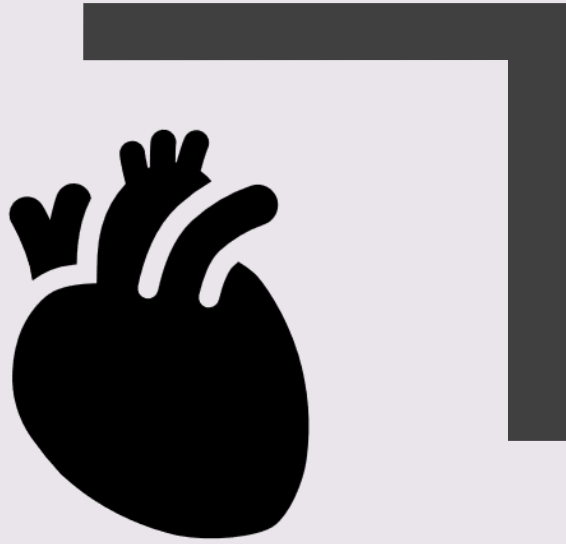
Boston Team: Candace Feldman, MD, ScD; Jessica Williams, MD, MPH; Elmer Freeman (CCHERS), Kreager Taber, BA
Chicago Team: Rosalind Ramsey-Goldman, MD, DrPH, Patricia Canessa, PhD, Karen Mancera-Cuevas MS, MPH, CHES; Holly Milaeger, MPH

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Background and Introduction

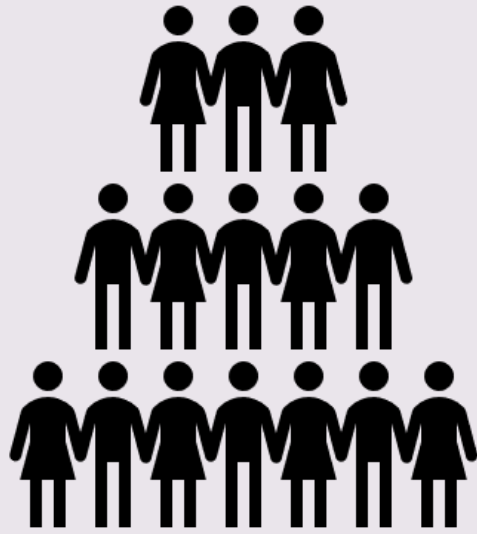
- ❖ **Lupus Clinical Trials Program**
 - ❖ 4 year partnership between health centers and communities to increase lupus awareness
- ❖ Use the **Popular Opinion Leader (POL) Model** to Lead Community Education Strategies
- ❖ Use **Social Networks** to Educate Communities About Chronic Diseases





Background on Lupus

- ❖ Lupus is a **chronic (permanent) inflammatory disease** that can affect any organ of the body
- ❖ The causes of lupus are still unknown
- ❖ Lupus is not a contagious (like the flu) or hereditary disease (like sickle cell disease)

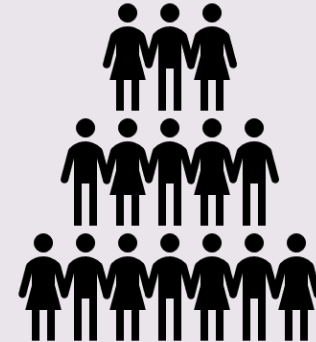
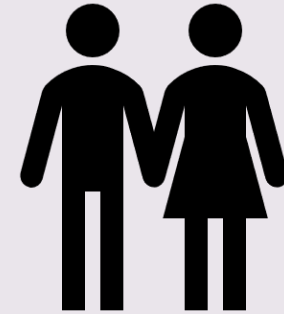


How Common is Lupus?

- ❖ Prevalence- a measurement of all individuals affected by a disease at a particular time (Center for Disease Control and Prevention)
- ❖ In 2008, the United States had a lupus prevalence of about **161,000 patients with definite lupus** and **322,000 with definite or probable lupus** (Helmick et al., 2008)

How Common is Lupus?

- ❖ Different Populations have Different Prevalence Rates for Lupus
 - ❖ Blacks (128 people/100,000)
 - ❖ American Indians/Alaska Natives (178/100,000 people)
 - ❖ Hispanics (90.5/100,000 people)
 - ❖ Asians (94.7/100,000 people)
 - ❖ All have **higher prevalence rates** than Whites (47.5/100,000 people)
- ❖ Lupus can affect people of **any age, race or ethnic origin, and gender identity**, and there is no way to prevent lupus



The Popular Opinion Leader (POL) Model



❖ Popular Opinion Leaders

- ❖ Present in all communities. Usually **respected, well-informed, and trusted** members of a social group

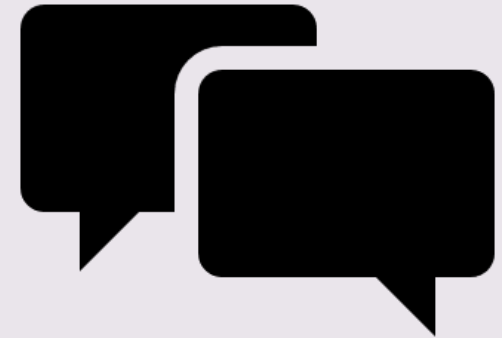
❖ The Popular Opinion Leader Model *

- ❖ A **community-level** intervention designed to influence **norms, behaviors, intentions and prompt actions** in a specific community

**developed by CDC for community prevention studies*

How does a POL Influence Their Community?

- ❖ **Social Network-** a set of individuals or organizations who share common interests
- ❖ **POLs can spread information about health and scientific research through their social networks**





How do POLs Help Their Communities?

- By spreading information, POLs help to...
 - ❖ Increase **awareness and understanding** of lupus in a community
 - ❖ Help lupus patients reach **specialists** to help care for their lupus
 - ❖ **Spread positive messages** about science-based research and clinical trials
 - ❖ Build **partnerships** between researchers and the surrounding community



How Do POLs Spread Information?

- ❖ POLs spread the information they know by speaking with **communities, congregations, and their own social networks**
- ❖ Participate in round-table discussions or community forums
- ❖ **Conduct surveys** or **ask others** about their knowledge of lupus, clinical trials, and healthcare, and **spread the information they know**
- ❖ Give out fact sheets, info-cards, or other tools as “**conversation starters**” and to remind people of the information they discussed



How is a POL's Success Measured?

- ❖ The POL model is often used in **partnership** with academic centers
- ❖ POL participation in studies is just as valued as professional input
- ❖ POLs record who they've spoken with and observations about meetings
- ❖ POL success is measured by the number of people they are able to engage and persuade with the intended message
- ❖ POLs demonstrate their influence by changing health seeking norms, in this case increasing the understanding of lupus clinical trials in their communities.

Summary

❖ Popular Opinion Leaders

- ❖ A trusted person in their community who is able to **spread information** through their social network
- ❖ POLs can help spread information about lupus, clinical trials, and healthcare
- ❖ POLs help strengthen researcher-community partnerships



QUESTIONS?
THANK YOU!

Funding and Acknowledgements

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NORTHWESTERN UNIVERSITY

