

October 19, 2022 | 4:30-6:30 PM CT

TAKE ACTION Symposium:

Hispanic/Latinx Populations: Ensuring Equity in Clinical Research

Presented by SWOG Recruitment & Retention Committee

SPEAKERS



Yonaira M. Rivera, PhD, MPH

Yonaira Rivera's scholarship focuses on reducing health inequities and improving the well-being of Latinx and underserved communities through health communication initiatives.

Her work uses qualitatively driven, mixed methods and community-based participatory research to study social media health misinformation, cancer control and prevention, and disaster relief. She conducts research in English and Spanish.



Barbara Segarra-Vázquez, DHSc

Barbara Segarra-Vázquez has been a faculty member at the University of Puerto Rico for more than 30 years, was the dean of the School of Health Professions for seven years, and is the

principal investigator of an R25 training program for young investigators. She is a two-time breast cancer survivor and is very active as a research advocate.



Gary W. Unzeitig, MD, FACS

Gary Unzeitig is the only breast surgeon serving more than 300,000 people in Laredo, nestled on the United States-Mexico border in southern Texas. Unzeitig has enrolled more than

1,200 patients on clinical trials over the past 20 years, and currently, he has more than 130 patients with breast cancer on clinical trials through the National Cancer Institute-funded National Clinical Trials Network.

Target Audience: Investigators, research professionals, and patient advocates, NCORP and LAPS

LEARNING OBJECTIVES:

- 1. Identify** evidence-based practical strategies for sites to ensure access & equity in SWOG clinical trials
- 2. Address** cultural values that support trust-building
- 3. Understand** current environment of the Hispanic/Latinx populations that impacts trial participation
- 4. Learn** strategies for enrolling Hispanic/Latinx populations in clinical trials

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Recruitment & Retention
Diversity, EQUITY, & Inclusion
Disparities Research Trust

