

# TAKE ACTION SYMPOSIUM:

## Enhancing Community Engagement in Clinical Research

*presented by SWOG Recruitment & Retention Committee*

**WEDNESDAY, OCTOBER 11 • 3:30 - 5:30 PM • REGENCY D (BALLROOM LEVEL, WEST TOWER)**

*Target Audience: Investigators, research professionals, and patient advocates*

### OBJECTIVES

- 1** *Understanding your community and building trust*
- 2** *Normalizing clinical trials as the best treatment option*
- 3** *Meaningfully engaging underserved and underrepresented patients*
- 4** *Identifying evidenced based practical strategies for community engagement*

### PANELISTS & MODERATORS

**10 min.**

**Introduction:**

Take Action Series:  
Panelists & Moderators



Allison Caban-Holt, PhD  
Moderator



Kamara Mertz-Rivera, MA, CCRC

**20 min.**

Community Engagement: Why is it important to engage underrepresented populations?



Lynne Nguyen, MPH

**20 min.**

Digital Approaches to Enhancing Community Engagement



Mark Lewis, MD

**20 min.**

Community Engagement – Practical Approaches



Audrianna Carrington, MS

**30 min.**

Q&A: All Speakers & Panelists

**15 min.**

Wrap-Up: Allison Caban-Holt, PhD

**CME:**  
*Continuing education credit will be available.*