

Bilingual Video Explains Health Research to Multicultural Communities

Dr. Sheba George, in collaboration with Health Nuts Media, has created an animated video entitled "What is Health Research?" which explains the purposes and goals of health research. The video can be viewed in Spanish or in English online at:



http://axis.cdrewu.edu/what_is_health_research .

Dr. George explains that, "Despite a series of national level initiatives in the past two decades, racial and ethnic minorities remain underrepresented in clinical research, partly due to lack of information about health research. This animated video can be used by researchers and health educators to increase research literacy among multicultural communities. The script is based on research data from a comprehensive literature review of the key barriers and motivators that shape minority participation in clinical research, which have been systematically incorporated into this presentation in order to address apparent gaps in information for our targeted viewers."

Researchers who are recruiting participants from multicultural communities are encouraged to share Dr. George's video with their potential participants and community organizations. Research coordinators and principal investigators may also benefit from watching these videos to better understand their participants' needs.

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