

# Our Steps *Forward*

Collaborating with Trusted Partners  
to Address the Unique Health Needs  
of African Americans



THE NATIONAL  
BLACK NURSES  
ASSOCIATION

The background is a collage of three vertical panels. The left panel shows a woman with curly hair, wearing a necklace and a bracelet, looking down. The middle panel shows a doctor with a stethoscope around their neck, looking at a patient. The right panel shows a woman smiling broadly with her arms raised in a celebratory gesture.

# African American Health Engagement Study

*Examined the health attitudes and behaviors  
of African Americans*

## Key findings of the AAHES study include:

- 84% of African American study participants described themselves as “highly motivated to improve overall health,” compared with 76% of non-African-American participants. Moreover, 75% of African-American respondents claimed to be taking some action to stay healthy, compared to only 52% of non-African-American respondents.
- 67% of African-Americans surveyed agreed with the statement “I will do better on my health tomorrow,” compared with 53% of non-African Americans surveyed.

## Key findings of the AAHES study include:

• • •  
• • • 36% of all African-American study participants ranked their overall health (including physical, mental/emotional, and spiritual health) as “very good” or “excellent,” compared to 43% of study participants in other groups.

• • •  
• • • 79% of African-American study participants viewed spiritual health as extremely or very important to overall health and wellness, compared to 59% of non-African American participants. 45% of African-Americans reported being satisfied with their body regardless of weight, compared to 36% of respondents in other groups.

## Key findings of the AAHES study include:

- 87% of African-American participants believe African Americans are not well-represented in clinical trials, but only 33% of African-American women and 41% of African-American men stated that they are willing to enroll in a trial if it means changing or starting medication.

## Key findings of the AAHES study include:

- When it comes to trusted sources of health and medical information, African-American respondents said that they place their highest level of trust in medical organizations focused on African Americans.

# Our Steps *Forward*


- ✓ Grow the capacity of African American health care provider organizations and strengthen national and local health care provider networks
- ✓ Take actions to motivate health-seeking behaviors of African Americans
- ✓ Focus on age and gender differences of African Americans
- ✓ Build trust and cultural competency to increase diversity in clinical trials
- ✓ Design health initiatives that consider social and cultural contexts





**African American healthcare professionals are in esteemed positions to drive change in health behaviors among African Americans.**



 Pfizer, the NMA and NBNA would like to hear from you.  
Please take the survey to let us know your thoughts on:

Strategic  
Priorities

Involvement  
in  
Clinical Trials

Patient  
Referral to  
Clinical  
Trials



## Level of priority for the *Our Steps Forward* strategies:

**1. Strengthen the capacity of African American health care provider organizations**

NOT A PRIORITY  HIGH PRIORITY

1

2

3

4

5



## Level of priority for the *Our Steps Forward* strategies:

**2. Focus on age and gender differences of African Americans**

NOT A PRIORITY  HIGH PRIORITY

1

2

3

4

5



## Level of priority for the *Our Steps Forward* strategies:

### 3. Increase diversity in clinical trials

NOT A PRIORITY  HIGH PRIORITY

1

2

3

4

5



## Level of priority for the *Our Steps Forward* strategies:

NOT A PRIORITY  HIGH PRIORITY

**4. Design health initiatives that consider social and cultural contexts**





## Level of priority for the *Our Steps Forward* strategies:

**5. Motivate health-seeking behaviors in African Americans through health education and community initiatives**

NOT A PRIORITY  HIGH PRIORITY

1

2

3

4

5



## Interest in being an investigator

6. How interested are you in participating as a clinical trial investigator?

NOT INTERESTED  VERY INTERESTED

1

2

3

4

5



## Likelihood of referring patients

7. How likely are you to refer your patients to a clinical trial?

NOT LIKELY  VERY LIKELY

1

2

3

4

5



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