



**Mobilizing Affective Community Engagement**

# **Expanding Representation in COPD Research**

# Healing Research Gaps Through Genuine Engagement



Chronic Obstructive Pulmonary Disease (COPD) disproportionately impacts Black & African American communities<sup>1</sup>—yet their representation in clinical trials remains limited. To address this disparity, Acclinate partnered with a leading biotechnology research company from April 2023 to July 2024. This collaboration spanned five metropolitan areas—Atlanta, Birmingham, Detroit, Miami, and Houston—and leveraged Acclinate's NOWINCLUDED platform and community engagement expertise to increase awareness, education, and participation in COPD research.

## Our Approach



**Creating a dedicated lung health circle** on the NOWINCLUDED platform with culturally tailored resources.



**Participating in 36 community events** to establish trust and gather insights on barriers to engagement.



**Presenting 8,620 NOWINCLUDED members with a trial opportunity** through digital and in-person efforts.

## Our Initial Results

Over 15 months, Acclinate reached more than 1.2M community members through NOWINCLUDED's lung health community circle initiatives.

### Access

**1.2M+** people reached with lung health & COPD education

### Engage

**54K+** members engaged through omnichannel approach

**830+** surveys collected from community members

**140+** personal stories filmed through NOWINCLUDED

### Mobilize

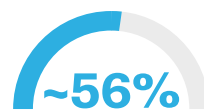
**8.6K+** members offered opportunity to participate in a COPD study

**56** initiated a pre-screener for COPD research

**68%** growth in NOWINCLUDED lung health community

## Notable Findings

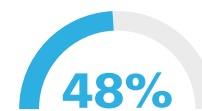
Acclinate polled NOWINCLUDED community members about their outlook on COPD trials & recorded engagement over time.



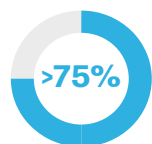
of respondents would be willing to participate in COPD research



cited finding the right healthcare provider as top barrier to care



trusted their primary care physician the most to manage their health



said they had **never been presented with an opportunity to participate** in clinical research



**of enrolled Black/African American** participants came from this partnership

“

*I had asthma really bad in my childhood. So, dealing with the lungs and finding a good breathing apparatus. It's been a big part of my life.”*

NOWINCLUDED Community Member



## Community Engagement Highlights

Watch on YouTube →



## Learn More About Acclinate's Mission and Mode

This collaboration exemplifies how culturally informed strategies and affective trust can drive inclusive clinical research. By uniting digital tools and community engagement, Acclinate continues to support representation and health equity. Partner with us to enhance diversity in your clinical trials.

[acclinate.com](https://acclinate.com)



## References

1. Davidson, S., Idris, M., Awad, C., King, M. H., Westney, G. E., Ponce, M., Rodriguez, A., Lipsey, K., Flenaugh, E., & Foreman, M. (2024). Race Adjustment of Pulmonary Function Tests in the Diagnosis and Management of COPD: A Scoping Review. *International Journal of COPD*. <https://doi.org/10.2147/copd.s430249>