

HERO

Healthcare Worker Exposure
Response & Outcomes



Lessons Learned from the Diversity Enhancement Initiative

THANK YOU!

The HERO (Healthcare Workers Exposure Response and Outcomes) research team would like to thank everyone who participated in HERO Registry.

WHAT WE WANTED TO KNOW

Over fifty-five thousand people joined the HERO Registry. One of our main goals was to include more people from different backgrounds and healthcare roles. Improving diversity helps ensure that any information we learn can be applied to other communities. To help us understand how best to include a more diverse group of people, we went directly to the community and asked them! These conversations were helpful for our current work and will help improve our work with communities in future projects. In this brief report, we share what we learned from the community to help strengthen diverse recruitment strategies for the HERO Registry.

WHAT WE LEARNED

Community members highlighted the importance of:

- Involving the community throughout the project to guide and influence the registry's plan, design, development, and future direction to reach diversity goals.
- Enhancing diverse registry enrollment by:
 - Using diverse photo and video representation
 - Sharing exciting, frequent social media posts
 - Partnering with ethnic/minority groups within large organizations
 - Using existing participants as registry ambassadors
 - Developing ways for participants to engage with each other, and
 - Listing examples of healthcare worker roles being recruited.
- Developing communications and outreach efforts that consider diversity and appeal to a diverse audience. The tracking and measuring of the impact of these efforts.
- Setting early enrollment goals to represent a diverse population and developing strategies to achieve diversity.

WHAT WE DID TOGETHER

We used a combination of Community Engagement Studios ("Studios") and longer interviews with individual community members to help guide us. A Studio is a special meeting with a group of community members representing the population we hope will join the registry. During each Studio, we ask participants for their advice on our registry activities. They serve as the experts and provide valuable information about improving interest in the registry and the best ways to share the results of any related research. We also met with individual experts to interview them and gain deeper insights. The information below summarizes a few things we learned from healthcare workers from different racial/ethnic backgrounds.



WHAT'S NEXT?

We plan to use the lessons we learn as tools to improve our work with diverse communities and in future projects. The HERO Research team truly appreciates your participation in the registry during this historic time. Please stay tuned to HERO Research news to continue to learn results from HERO projects and opportunities to participate in future research.