



# **Janssen-NBCI**

## **National Clinical Trials Strategy**

### **Plan Monthly Results**



**MAY**

May 2021 Overall Statistical Data	
Type of Data	Actual Data
Number of Clicks on <a href="https://researchincludesme.com/">https://researchincludesme.com/</a>	100
Number of Lectures Hosted	2
Average Number of Attendees per Lecture Hosted	105
Number of Educational Sessions Per City	None to date. First of the 14 lectures is planned for June 12th in Baltimore, MD.
Average Number of Educational Sessions Attendees Per City	None to date. First of the 14 lectures is planned for June 12th in Baltimore, MD.
Number of Surveys Distributed at Educational Sessions	None to date. First of the 14 lectures is planned for June 12th in Baltimore, MD.
Number of Completed Surveys at Educational Sessions	None to date. First of the 14 lectures is planned for June 12th in Baltimore, MD.
Number of Three-Question Surveys regarding Clinical Trials Distributed per City	Baltimore - 1356 surveys
Number of Three-Question Surveys regarding Clinical Trials Completed	Unknown at the moment
Impact of Clinical Trial Education Cities	Engage an average of over 300 congregations who have 500 or more congregants which will equal to an impact number of 157,500 individuals per city.
Number of Email Blasts Sent	50,135
Number of Emails Collected	562
Number of Emails Collected from Promotional Giveaways Campaign	None to date. Promotional Giveaways Campaign not scheduled to start until July 2021.
Number of Clinical Trials Outreach Email Sent	1257 (New York Churches)

## May 2021 Social Media Statistics

YouTube	<b>Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials</b> Published May 11, 2021 360 Total Live YouTube views - 8
	<b>Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black Community"</b> Published May 11, 2021 <i>May 7 - May 30</i> 529 <i>Total Live YouTube views - 5</i>
	<b>The State of COVID 19 in the African American Community</b> Published December 17, 2020 237 <i>May 7 - May 30</i> 26 <i>Total Live YouTube views - 7</i>
	<b>Rev. Anthony Evans Co-Hosts Lecture: "Why Health Disparities Are Everyone's Problem"</b> Published Apr 6, 2021 27 views <i>May 1 – 30, 2021</i> 15 <i>Total Live YouTube views - 1</i>

Facebook  
National Black Church Initiative - NBCI (new)  
  
Followers - 1669  
People Reached Last 28 Days - 32,141 - up 41%  
Engagements - 1183 - up 54%  
Likes - 852 - up 49%

Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials  
*Rebroadcast*  
*May 17 5:40 PM*  
*56 Views*  
  
Why Are Health Disparities Everyone's Problem  
*Rebroadcast*  
*May 11 5:45 PM*  
*27 Views*  
  
The State of COVID 19 in the African American Community  
*Rebroadcast*  
*May 12 7:52 PM*  
*48 Views*

Facebook  
National Black Church Initiative (old)  
  
Followers - 1078  
People Reached Last 28 Days - 4,399 - up 1266%  
Engagements - 428 - up 308%  
Likes - 35 - up 1067%

Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials  
Live  
April 29 12:03 PM  
25 Views  
Rebroadcast  
May 17 5:40 PM  
29 Views  
  
Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black Community"  
Live  
April 24, 2021  
23 Views  
  
Why Are Health Disparities Everyone's Problem  
Live  
March 15, 2021  
58 Views  
Rebroadcast  
May 11 5:45 PM  
22 Views  
  
The State of COVID 19 in the African American Community  
Rebroadcast  
May 12 7:52 PM  
23 Views

## NEW FACEBOOK - Results from Apr 30, 2021 - May 27, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page

April 30 - May 27

13

Total Actions on Page ▲63%



### Page Views

April 30 - May 27

536

Total Page Views ▲40%



### Page Likes

April 30 - May 27

852

Page Likes ▲49%



### Post Reach

April 30 - May 27

32,130

People Reached ▲41%



### Story Reach

April 30 - May 27

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

### Recommendations

April 30 - May 27



We have insufficient data to show for the selected time period.

### Post Engagement

April 30 - May 27

1,183

Post Engagement ▲54%



### Videos

April 30 - May 27

133

3-Second Video Views ▲100%



### Page Followers

April 30 - May 27

866

Page Followers ▲49%



## OLD FACEBOOK - Results from Apr 30, 2021 - May 27, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page

April 30 - May 27



We have insufficient data to show for the selected time period.

### Page Views

April 30 - May 27

90

Total Page Views ▼ 28%



### Page Likes

April 30 - May 27

35

Page Likes ▲ 1067%



### Post Reach

April 30 - May 27

4,391

People Reached ▲ 1272%



### Story Reach

April 30 - May 27

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

### Recommendations

April 30 - May 27



We have insufficient data to show for the selected time period.

### Post Engagement

April 30 - May 27

428

Post Engagement ▲ 308%



### Videos

April 30 - May 27

96

3-Second Video Views ▲ 7%



### Page Followers

April 30 - May 27

36

Page Followers ▲ 620%





P.O. Box 65177  
Washington, DC 20035  
202 • 744 • 0184  
dcbei2002@gmail.com

*“Bringing people together to serve humanity”*

May 10, 2021

Dear Pastor,

We are excited to let you know that the National Black Church Initiative (NBCI) – a coalition of 150,000 African American churches with 27.7 million members is promoting education, health promotion, and information distribution on clinical trials throughout the country. A clinical trial is a scientific experiment concerning a particular drug or combinations of drugs to alleviate a known genetic, physical, or mental condition. The black church is in favor of clinical trials because it will alleviate suffering from our people.

The NBCI is working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. Our mission is to provide critical wellness information to all of its members and the public. We offer faith-based, out-of-the-box, cutting-edge solutions to stubborn economic and social issues. Our solutions are backed by statistical analysis, science-based strategies and techniques, and methods that work.

The NBCI's purpose is to partner with major organizations and officials whose mission is to reduce racial disparities in the areas cited above. Visit our website at [www.naltBlackChurch.com](http://www.naltBlackChurch.com).

We would love to work with you to become one of our clinical trial church advocates and work on a promising project we have launched called the Clinical Trials Education Awareness Participation Program (CTEAPP). We hope that you will join us in this mission-driven initiative.

The NBCI CTEAPP is another groundbreaking initiative, housed under NBCI's Health Emergency Declaration (HED). NBCI has always and will continue to hold itself to the highest ethical standards while advocating clinical trials participation in our faith-based communities. The mission of the NBCI clinical trials program is to increase the representation of African Americans in clinical trials. It is imperative that African Americans participate in clinical trials to assure that our population receives the benefits of cutting-edge drug therapies and modern medicine.

CTEAPP is a critical component of our work in eliminating health disparities. NBCI seeks to educate our member churches and their congregants of the value, benefits, protections, and promise clinical trials can offer for participants.

NBCI will be in touch with you soon for an educational session on how to participate in CTEAPP and become one of our clinical trial church advocates. Please send us the best contact person for us to reach out to.

For more information on the importance of clinical trials in our communities please visit: <https://researchincludesme.com/trust>.

Sincerely,

A handwritten signature in black ink, appearing to read 'Anthony Evans', with a stylized, flowing script.

The Right Most Reverend Anthony Evans  
President



**JUNE**

June 2021 Overall Statistical Data	
Type of Data	Actual Data
Number of Clicks on <a href="https://researchincludesme.com/">https://researchincludesme.com/</a>	We have redirected our staff to focus on getting our membership to click through this website by going through NBCI's Website. Here are the concrete steps we have instituted: (1) we have a Google Social Media Strategy for Research Includes Me that was launched on July 5th. You should see those results by the end of July/first of August. (2) We are sending email blasts to thousands of our membership to tell them about our CTEAPP initiative and to ask everyone to click through Research Includes Me website. That project will be handled by Anniyvette DiFrisco. You should see substantial results by August 1. (3) We have also sent out emails to all of our church leadership endorsing this website - you were copied on those emails and we will continue to send them emails to remind them about this website as we move forward in developing our online clinical trial portal. (4) We also sent an email to all of our Black Health Organizations and NBCI's Congregational Medical Corps to announce that Research Includes Me Website is our primary source for clinical trial information and govern our clinical trial portal moving forward.
Number of Literature on Research Includes Me Distributed	1,500 (includes all literature you have sent us). We will be introducing CTEAPP Clinical Lectures to Co-Op City, one of the 6 burroughs in New York over the months. We will hopefully distribute thousands of literature (however much you can send to us) in the balance of the burroughs. This will be a continuous education distribution apparatus in New York similarly to what we are doing in Baltimore. Co-Op City has a population of 30-50,000 Black and senior individuals. It is a wonderful focus area for our clinical trial recruitment initiative. The community knows of us from the many years we have been there and we have strong credibility with them.
Number of Lectures Hosted	Lecture Hosted in June with over 1,800 views: <a href="https://www.youtube.com/watch?v=yg5GEW1jHi4">https://www.youtube.com/watch?v=yg5GEW1jHi4</a>
Average Number of Attendees per Lecture Hosted	1,800 and rising (online viewership)
Number of Educational Sessions Per City	Implemented educational session June 12th in Baltimore, MD and one upcoming on July 28th in Bronx, NY. Other revised schedule for the rest of the targeted cities will be submitted by July 12th, 2021.
Average Number of Educational Sessions Attendees Per City	20 In-Person
Number of Long Survey about Clinical Trials distributed	362 - being tallied monthly and will be included in the proceeding month (August Submission)

Number of Long Survey about Clinical Trials completed	362
Number of Three-Question Surveys regarding Clinical Trials Distributed per City	1,853
Number of Three-Question Surveys regarding Clinical Trials Completed	1853 - being tallied monthly and will be included in the proceeding month (August Submission)
Impact of Clinical Trial Education Cities	Targeted 900 churches in New York attached. Potential Impact including Co-Op City is 275,000.
Number of Email Blasts Sent	The National Black Church Initiative National Clinical Trial Lecture Tour - Dr. Fabian Sandoval - 30,381
Number of Emails Collected	Over 3,000 emails from this Bronx, NY area and rising.
New Updated Numbers of our National Churches	21,000 churches of 150,000 updated - attached list in our email
Number of Emails Collected from Promotional Giveaways Campaign	None to date. Promotional Giveaways Campaign have not launched yet and preparing to do so this month (July 2021).
Number of Clinical Trials Outreach Email Sent	2,506

**June 2021 Social Media Statistics****Type of Data****Actual Data**

Old NBCI Facebook Page Numbers - Last 28 days

People Reached - 184  
Engagements - 35  
Followers - 3  
Total Followers - 1,080

New NBCI Facebook Page Numbers - Last 28 days

People Reached - 53,992 - up 30%  
Engagements - 1,817 - up 22%  
Followers - 1,093 - up 4%  
Total Followers - 3,148

<p>YouTube - June 1 - June 30</p> <p>Your channel got 1,766 views in the last 28 days</p> <p>Watch time (hours) - 188.6</p> <p>158.6 more than usual</p>	<p>Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials</p> <p>YouTube views April - Not applicable,</p> <p>YouTube views May - 374,</p> <p>YouTube views June - 4 Change - -370</p> <p>Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black Community"</p> <p>YouTube views April - 8,</p> <p>YouTube views May - 580, Change - +542</p> <p>YouTube views June - 33 Change - -547</p> <p>The State of COVID 19 in the African American Community</p> <p>YouTube views April - 14</p> <p>YouTube views May - 7 , Change - -7</p> <p>YouTube views June - 8 Change - +1</p> <p>Rev. Anthony Evans Co-Hosts Lecture: "Why Health Disparities Are Everyone's Problem"</p> <p>YouTube views April - 12</p> <p>YouTube views May - 15 , Change - +3</p> <p>YouTube views June -2 Change - -13</p> <p>Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval</p> <p>YouTube views May - Not applicable,</p> <p>YouTube views June - 1,778</p>
--	---

Other Youtube Video Stats

NBCU Clinical Trials Education, Awareness and Participation Program (CTEAPP) Educational Session
06/12/2021 12:11 PM
Minutes Viewed in June - 484
Engagement in June - 4
Issues in Recruitment for Clinical Trials (01:05:20)
06/02/2021 12:00 PM
Minutes Viewed in June - 86
Engagement in June - 3
Discussing the Need for Black Co-Investigators in Clinical Trials
05/17/2021 5:40 PM (Rebroadcast)
Minutes Viewed in May - 60
Minutes Viewed in June - 5
Engagement in May - 0
Engagement in June - 3
Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black Community (57:41)
04/24/2021 4:05 PM
(Rebroadcast)
Minutes Viewed in May - 43
Engagement in MAY - 1
Engagement in June - 0
Role of Co-Investigator/How to Train More Black Co-Investigators in Clinical Trials (58:10)

Overall June Videos Stats

600 Minutes Viewed  
Up 270% from previous 30 days

21 1-Minute Video Views  
Up 31.3% from previous 30 days

10 Video Engagement  
Up 0% from previous 30 days

3 Net Followers

Results from Jun 6, 2021 - Jul 3, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page

June 6 - July 3



We have insufficient data to show for the selected time period.

### Page Views

June 6 - July 3

830

Total Page Views ▲35%



### Page Likes

June 6 - July 3

1,093

Page Likes ▲4%



### Post Reach

June 6 - July 3

53,992

People Reached ▲30%



### Story Reach

June 6 - July 3

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

### Recommendations

June 6 - July 3



We have insufficient data to show for the selected time period.

### Post Engagement

June 6 - July 3

1,817

Post Engagement ▲22%



### Videos

June 6 - July 3

238

3-Second Video Views ▼66%



### Page Followers

June 6 - July 3

1,129

Page Followers ▲4%



Results from **Jun 6, 2021 - Jul 3, 2021**

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

### Actions on Page

June 6 - July 3



We have insufficient data to show for the selected time period.

### Page Views

June 6 - July 3

54

Total Page Views ▼43%



### Page Likes

June 6 - July 3

3

Page Likes ▼91%



### Post Reach

June 6 - July 3

181

People Reached ▼97%



### Story Reach

June 6 - July 3

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

### Recommendations

June 6 - July 3



We have insufficient data to show for the selected time period.

### Post Engagement

June 6 - July 3

35

Post Engagement ▼95%



### Videos

June 6 - July 3

74

3-Second Video Views ▼51%



### Page Followers

June 6 - July 3

4

Page Followers ▼89%





Channel

National Black Church Initiative TV

COMPARE TO...

Filter

Jun 1 – 30, 2021  
June

Video Traffic source Geography Viewer age Viewer gender Date Subscription status Subscription source Playlist Device type YouTube product

Views by Traffic source

Select secondary metric

Line chart

Daily

225

150

75

Traffic source	Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate	
<input type="checkbox"/> Total	858	84.6	5:55	1,758	3.4%	
<input type="checkbox"/> YouTube advertising	658 76.7%	64.8 76.6%	5:54	—	—	
<input type="checkbox"/> External	74 8.6%	4.8 5.7%	3:55	—	—	
<input type="checkbox"/> YouTube search	37 4.3%	2.7 3.3%	4:27	907	3.4%	
<input type="checkbox"/> Direct or unknown	36 4.2%	2.9 3.4%	4:45	—	—	
<input type="checkbox"/> Browse features	18 2.1%	2.5 2.9%	8:14	506	1.6%	
<input type="checkbox"/> Suggested videos	18 2.1%	6.2 7.3%	20:32	135	8.9%	
<input type="checkbox"/> Channel pages	10 1.2%	0.1 0.2%	0:48	201	4.5%	
<input type="checkbox"/> Playlists	3 0.4%	0.3 0.4%	6:30	4	0%	

Send feedback

Your metrics now reflect your performance objectives. ? Are these curated metrics helpful? YES NO

Clicks ▼

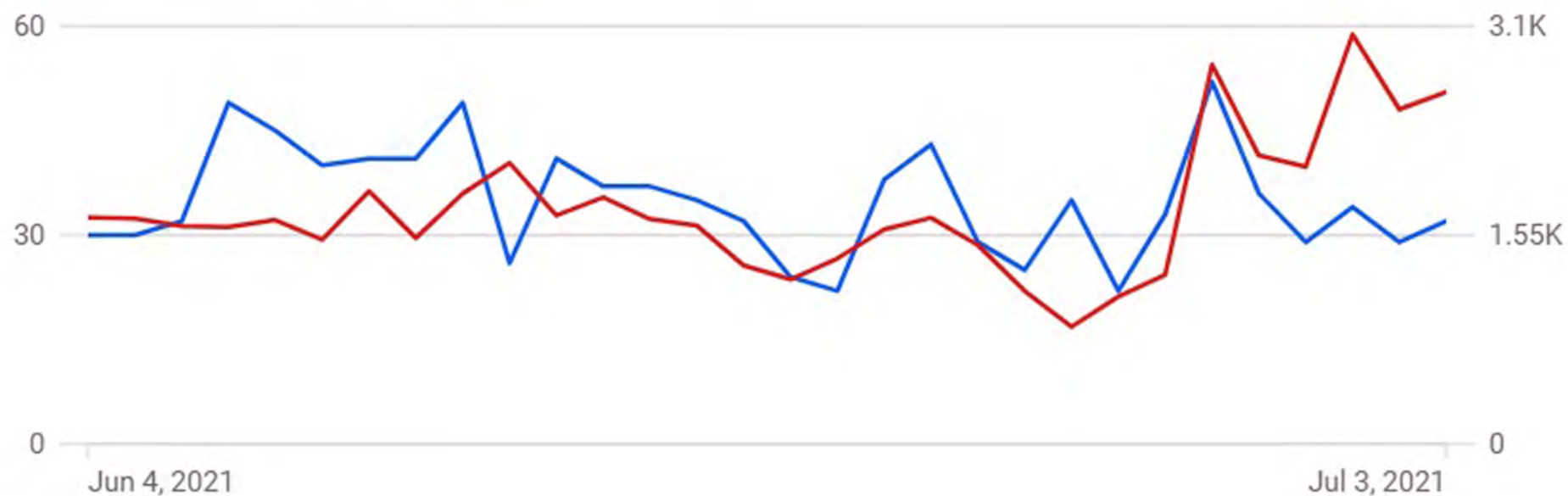
1.05K

Impressions ▼

52.1K

Conversions

2.00





---

## National Black Church Initiative (NBCI) Potential Partnership with the University of Maryland

1 message

---

**The National Black Church Initiative 202-744-0184** <dcbbci2002@gmail.com>

Fri, Jun 25, 2021 at 6:49 PM

To: djacobs@umm.edu, dfarrakhan@umm.edu

Cc: Robert Ingram <robertingram76@gmail.com>, "Burrell, Ramona [JANUS]" <RBurrell@its.jnj.com>, "Smith, Cassandra [JRDUS]" <CSmith52@its.jnj.com>, Robert Ingram <bob@mirror-digital.com>

Dear Ms. Jacobs,

It was such a pleasure speaking with you the other day about our hope and desire to work in partnership with the University of Maryland, concerning this initiative that we have been contemplating over the past several years.

I reached out to a colleague of mine, Robert Ingram who provided me with your name and he said you would be a wonderful person to start with.

After our initial conversation, I wholeheartedly agree.

We are seeking a partnership with the University of Maryland through both the university hospital and your school of Medicine to be our partners in our exciting project called NBCI Clinical Trials Field Trip and it is what it says.

We hope to motivate African Americans to participate in clinical trials by giving them an opportunity to go on a field trip to experience what it would be like to participate in a clinical trial.

Here we hope that they will actually talk with clinicians about the basic elements of clinical trials and its enormous benefits for our community as we experience the dawn of one of the worst pandemics in our nation.

One of our immediate goals is to improve African American health outcomes so that our communities will not be so drastically affected when we experience these types of health calamities.

This is a part of a greater initiative that we are presently developing. The elements of that program I can't reveal yet. However, we want to know if we can engage the University of MD in this important endeavor.

We agree with you that the approach should be that we speak to your incoming diversity officer and eventually we would want the President of the University to know about the importance of this most innovative initiative and all of its wonderful implications, as well as the Dean of the College of Medicine, the head of your hospital system, and your clinical research directors. The implication of such a program is tremendous. We would like the opportunity to clearly spell out the program objectives and goals.

Of course we will provide a comprehensive written review of the program when we determine who is the most appropriate contact from your end. A program like this has all sorts of possibilities so we ask you with all candor to limit who you share this email with because we would not want this idea to come out prematurely and artificially duplicated.

We are so excited to take these initial steps.

Thank you,

Rev. Evans

### **About the NBCI**

The National Black Church Initiative (NBCI) is a coalition of 150,000 African American and Latino Churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. The NBCI's mission is to provide critical wellness information to all of its members and the public.

We offer faith-based, out-of-the-box, cutting-edge solutions to stubborn economic and social issues. Our solutions are backed by statistical analysis, science-based strategies and techniques, and methods that work.

The NBCI's purpose is to partner with major organizations and officials whose mission is to reduce racial disparities in the areas cited above. Visit our website at [www.naltBlackChurch.com](http://www.naltBlackChurch.com).

--  
Rev. Anthony Evans  
President  
National Black Church Initiative  
Baby Fund Project  
P.O. Box 65177  
Washington, DC 20035  
202-744-0184  
[www.naltblackchurch.com](http://www.naltblackchurch.com)

Contents of all communications sent to or from NBCI or staff, contractors or employees of NBCI containing information provided by NBCI including but not limited to email address, personal information and other data shall be the exclusive property of NBCI. Any misuse of this data which is not authorized by NBCI shall be prohibited.

NBCI reserves the right to pursue legal action against any individual, member church, authorized or unauthorized who use or appropriate this property without the consent of NBCI.

*This email and any attachments will be kept confidential within the National Black Church Initiative. We may contact you in the future for additional NBCI events or projects, based on the information you have provided us.*

In person educational session event about the benefits of clinical trials in the Black community and how to participate.

## **National Black Church Initiative (NBCI) Clinical Trials Education, Awareness and Participation Program (CTEAPP) Educational Session**

**June 12, 2021 from 12:00pm to 2:00pm**

**Israel Baptist Church**

**1220 N Chester St.**

**Baltimore, MD 21213**

**(410) 732-3494**

Please register by sending your full name  
and phone number to  
[office.of.nbci@gmail.com](mailto:office.of.nbci@gmail.com)

The first 75 people to register will be entered into a  
raffle for a chance to win an all-expenses paid spa  
trip or a cruise to the Caribbean/Mexico.

The winner will be announced on the spot and the winner  
**NEEDS** to be present to claim the prize.

Tune to the Live Broadcast on NBCI's Facebook Page:  
<https://www.facebook.com/NBCIonline>

For more information on Clinical Trials, please visit NBCI's Health Emergency Declaration (HED)  
website: <https://www.naltblackchurch.com/health/>



## **Lunch will be served**











**JULY**

July 2021 Overall Statistical Data	
Type of Data	Actual Data
Number of Clicks on <a href="https://researchincludesme.com/">https://researchincludesme.com/</a>	Research Includes Me AdWords Impressions - 6,219 Top Search Terms: "Skin Trials AL Com" "Paid Overnight Research Study" "Paid Research Studies Dallas TX" "Paid Research Studies Philadelphia" "Paid Clinical Research Houston TX" "African American Health Coalition" "Paid Clinical Trials 2021"
Number of Literature on Research Includes Me Distributed	2,000
Number of Lectures Hosted	0
Average Number of Attendees per Lecture Hosted	0
Number of Educational Sessions Per City	Implemented educational session July 28th in Bronx, NY with a large turn out! We will be doing multiple sessions per city until December.
Average Number of Educational Sessions Attendees Per City	175 In-Person
Number of Long Survey about Clinical Trials distributed	2,500
Number of Long Survey about Clinical Trials completed	1,152
Number of Three-Question Surveys regarding Clinical Trials Distributed per City	3,500
Number of Three-Question Surveys regarding Clinical Trials Completed	2,800
Impact of Clinical Trial Education Cities	275,000 - Number from June; Immediate impact: 50,000 residents from Co-Op City plus Channel 12 covered
Number of Email Blasts Sent	55,662

Number of Emails Collected	7,862
New Updated Numbers of our National Churches	900 - we are still working on the emails for the 21,000 churches from last time
Number of Emails Collected from Promotional Giveaways Campaign	500 to date. Promotional Giveaways Campaign have just launched.
Number of Clinical Trials Outreach Email Sent	200 - medical professionals from Bronx list attached

**July 2021 Social Media Statistics****Type of Data****Actual Data**

Old NBCI Facebook Page Numbers - Last 28 days

People Reached - 240 - Up 24%  
Post Engagements - 57 - Up 68%  
Page Likes - 5 - Up 67%  
Total Followers - 1,086

New NBCI Facebook Page Numbers - Last 28 days

People Reached - 64,369 - Up 25%  
Post Engagements - 3400 - Up 97%  
Page Likes - 1,312 - Up 19%  
3-Sec Video Views - 1,336 - Up 505%

Clinical Trials Video Promotions

Overall Impressions - 54,223  
Video Watches - 1,226  
Top Clinical Trial - Sandoval 1,876 Views

<p>YouTube Minutes Viewed Jul 1, 2021 - Jul 31, 2021</p> <p>458 Organic</p> <p>210 Paid</p> <p>644 Posted</p> <p>0 Crossposted</p> <p>24 Shared</p> <p>573 Followers</p> <p>95 Non Followers</p> <p>104 Live</p> <p>564 Video</p>	<p>Video: Issues in Recruitment for Clinical Trials (01:05:21)</p> <p>Date Added: 06/02/2021, Rebroadcast 07/15/21</p> <p>Minutes Viewed in July: 101</p> <p>Minutes Viewed in June : 67</p> <p>Engagement in June : 2</p> <p>Engagement: 4</p> <p>Video: Discussing the Need for Black Co-Investigators in Clinical Trials (55:32)</p> <p>Date Added: 05/17/2021 5:40 PM</p> <p>Minutes Viewed in July: 189</p> <p>Minutes Viewed in June : 2</p> <p>Engagement in June : 1</p> <p>Engagement in July: 5</p> <p>Video: The State of COVID 19 in the African American Community (54:18)</p> <p>Date Added: 05/12/2021 7:52 PM</p> <p>Minutes Viewed in July: 2</p> <p>Minutes Viewed in June : 1</p> <p>Engagement in June : 2</p> <p>Engagement in July: 0</p> <p>Video: Why Health Disparities are Everyone's Problem (01:09:52)</p> <p>Date Added: 05/11/2021 5:43 PM</p> <p>Minutes Viewed in July - 117</p> <p>Minutes Viewed in June - 0</p> <p>Engagement in June : 2</p>
---	--

Overall July Youtube Video Stats - 1,436 views in the last 31 days; Watch time (hours) - 149.8

669 Minutes Viewed  
Up 213% from previous 31 days

52 1-Minute Video Views  
Up 550% from previous 31 days

1.3K 3-Second Video Views  
Up 93.7% from previous 31 days

96 Video Engagement  
Up 336% from previous 31 days

1.4K Net Followers  
Up 19.8% from previous 31 days

Other YouTube Stats from July 1 - July 31

Average view duration - 6:15
Impressions - 2,038
Impressions click-through rate - 4.0%""Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval
Published - Jun 7, 2021
1,227 (3 likes)
Watch time (hours) - 124.8
Streamed Jul 19, 2021
Views - 0
Traffic source
YouTube advertising - 1,196 (97.5%)
External — 12 (1.0%)
YouTube search — 8 (0.7%)
Channel pages - 3 (0.2%)
Rev Evans Hosts Clinical Trials Education, Awareness and Participation Programme (CTEAPP) Live Session
Published July 13, 2021
Views - 5 (0.4%)
Watch time (hours) - 0.0 (0.0%)
Average view duration - 0:21
Traffic source
Browse features - 3 (60%)
Suggested videos — 1 (20%)

Results from Jul 3, 2021 - Jul 30, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

### Actions on Page

July 3 - July 30



We have insufficient data to show for the selected time period.

### Page Views

July 3 - July 30

1,030

Total Page Views ▲ 32%



### Page Likes

July 3 - July 30

1,312

Page Likes ▲ 19%



### Post Reach

July 3 - July 30

64,369

People Reached ▲ 25%



### Story Reach

July 3 - July 30

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

### Recommendations

July 3 - July 30



We have insufficient data to show for the selected time period.

### Post Engagement

July 3 - July 30

3,400

Post Engagement ▲ 97%

### Videos

July 3 - July 30

1,336

3-Second Video Views ▲ 505%

### Page Followers

July 3 - July 30

1,351

Page Followers ▲ 19%

### Actions on Page

July 3 - July 30



We have insufficient data to show for the selected time period.

### Page Views

July 3 - July 30

41

Total Page Views ▼31%



### Page Likes

July 3 - July 30

5

Page Likes ▲67%



### Post Reach

July 3 - July 30

226

People Reached ▲23%



### Story Reach

July 3 - July 30

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

### Recommendations

July 3 - July 30



We have insufficient data to show for the selected time period.

### Post Engagement

July 3 - July 30

57

Post Engagement ▲68%



### Videos

July 3 - July 30

122

3-Second Video Views ▲67%



### Page Followers

July 3 - July 30

6

Page Followers ▲50%





P.O. Box 65177  
Washington, DC 20035  
202 • 744 • 0184  
dcbei2002@gmail.com

*"Bringing people together to serve humanity"*

Dear Mount Sinai Health System Research Team,

My name is Reverend Anthony Evans, and I am the president of the National Black Church Initiative (NBCI), a coalition of 150,000 African American and Latino churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. The NBCI's mission is to provide critical wellness information to all of its members and the public.

We are seeking a partnership with the Mount Sinai Health System in our exciting project called the NBCI Clinical Trials Field Trip and it is what it says. Our theme is "NBCI is ushering in a new ERA concerning African American participation in Clinical Trials and we are turning the corner on The Tuskegee Experiment with all lessons learned for the future."

We are engaged in an all-out, 14-city initiative, sponsored by Janssen Pharmaceutical to motivate African Americans to participate in clinical trials by giving them an opportunity to go on a field trip to experience what it would be like to participate in a clinical trial.

This new innovative concept is the first of its kind. We have the choice to work with anyone and we chose you. Here we hope that they will actually talk with clinicians about the basic elements of clinical trials and its enormous benefits for our community as we experience the dawn of one of the worst pandemics in our nation.

One of our immediate goals is to improve African American health outcomes so that our communities will not be so drastically affected when we experience these types of health calamities such as the COVID-19 pandemic.

This is a part of a greater initiative that we are presently developing. The elements of that program I can't reveal yet. However, we want to know if we can engage Mount Sinai Health System in this important endeavor.

We would love the opportunity to speak to you as well as the head of your hospital system, and your clinical research directors. The implication of such a program is tremendous. We would like the opportunity to clearly spell out the program objectives and goals.

Of course, we will provide a comprehensive written overview of the program when we can determine the best time to discuss. A program like this has all sorts of possibilities so we ask you with all candor to limit who you share this email with because we would not want this idea to come out prematurely and artificially duplicated.

We are so excited to take these initial steps.

Thank you,

Rev. Evans

**About the NBCI**

The National Black Church Initiative (NBCI) is a coalition of 150,000 African American and Latino Churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. The NBCI's mission is to provide critical wellness information to all of its members and the public.

We offer faith-based, out-of-the-box, cutting-edge solutions to stubborn economic and social issues. Our solutions are backed by statistical analysis, science-based strategies and techniques, and methods that work.

The NBCI's purpose is to partner with major organizations and officials whose mission is to reduce racial disparities in the areas cited above. Visit our website at [www.naltBlackChurch.com](http://www.naltBlackChurch.com).

Sincerely,

Rev. Anthony Evans  
President  
National Black Church Initiative  
P.O. Box 65177  
Washington, DC 20035  
202-744-0184

[www.naltblackchurch.com](http://www.naltblackchurch.com)

## The Co-Op City Baptist Church sponsored by the National Black Church Initiative (NBCI) Clinical Trials Education, Awareness, and Participation Program (CTEAPP) Educational Session



**When:** Wednesday, July 28<sup>th</sup>, 2021 from 5pm-8pm ET

**What:** In-person educational session event about the benefits of clinical trials in the Black community and how to participate

### **Line Dancing, Music, Fun and Food Giveaway – Family Fun**

**Where:**

Co-Op City

Section 4 Greenway, by the stage

**To Attend:** Please Register by sending your Full Name and Phone Number to [office.of.nbci@gmail.com](mailto:office.of.nbci@gmail.com).



**The first 75 people to register will be entered into a raffle for a chance to win an all-expenses paid spa trip or a cruise to the Caribbean/Mexico. The winner will be announced on the spot and the winner NEEDS to be present to claim the prize.**

***You cannot win unless you stay for the lecture.***

To Attend a Live Broadcast, tune in to NBCI's Facebook Page:

<https://www.facebook.com/NationalBlackChurchInitiative/>

For more information on Clinical Trials, please visit NBCI's website:

<https://www.naltblackchurch.com/>



## **The Co-Op City Baptist Church sponsored by the National Black Church Initiative (NBCI) Clinical Trials Education, Awareness, and Participation Program (CTEAPP) Educational Session Day of Event**

July 28<sup>th</sup>, 2021 from 3pm-7pm  
Location: Co-Op City  
Section 4 Greenway, by the stage

### **12:00 p.m. – 3 p.m. –**

- NBCI Staff Sets up Stage
- Ensure all Research Includes Me Literature is organized and visible on stage

### **3:00 p.m. –**

- Music Starts

### **3:00 p.m. – 4:00 p.m. –**

- NBCI Staff Sets Up Table for Registered Guests to sign in
- Set up chairs for guests
- Start dancing portion
- Give away Research Includes Me hand sanitizers and literature
- Make announcements regarding the educational session at 5pm
- Start food giveaway
- Start Raffle for 2 trips (make sure people know that they cannot win if they leave the event)

### **4:00 p.m. – 5:00 p.m. –**

- Distribute and Collect Clinical Trials Knowledge Surveys
- Make an announcement about Signing up for the NBCI Clinical Trial Field Trip
- Have Guests sign up for NBCI Clinical Trial Field Trip

### **5:00 p.m. – 6:00 p.m. –**

- Guests Sign in for Educational Session
- Educational Session starts

### **6:00 p.m. – 7:00 p.m. –**

- More Dancing
- Announce Winner of prizes











**AUGUST**

August 2021 Overall Statistical Data	
Type of Data	Actual Data
Number of Clicks on <a href="https://researchincludesme.com/">https://researchincludesme.com/</a>	GoogleAds Campaigns Research Includes Me Initiative - Impressions 14,800
Number of Literature on Research Includes Me Distributed	2,000
Number of Lectures Hosted	Lectures are postponed until 2022
Average Number of Attendees per Lecture Hosted	0
Number of Educational Sessions Per City	0
Average Number of Educational Sessions Attendees Per City	0
Number of Long Survey about Clinical Trials distributed	1,967
Number of Long Survey about Clinical Trials completed	590
Number of Three-Question Surveys regarding Clinical Trials Distributed per City	1,356
Number of Three-Question Surveys regarding Clinical Trials Completed	406
Impact of Clinical Trial Education Cities	No educational event in August.
Number of Email Blasts Sent	No email blast - no lecture and educational session this month
Number of Emails Collected	2,745
New Updated Numbers of our National Churches	4,682 including Baltimore churches
Number of Emails Collected from Promotional Giveaways Campaign	250
Number of Clinical Trials Outreach Email Sent	546

August 2021 Social Media Statistics	
Type of Data	Actual Data
Old NBCI Facebook Page Numbers - Last 28 days	New NBCI Facebook Page Total Followers - 5,761 People Reached in Last 28 Days - 65,309 Engagements in Last 28 Days - 1,972 Page Likes in last 28 Days - 1,126 Video Views on Facebook last 28 Days - 520
New NBCI Facebook Page Numbers - Last 28 days	Old NBCI Facebook Page Total Followers - 1,090 People Reached in Last 28 Days - 240 Engagements in Last 28 Days - 81 Page Likes in last 28 Days - 4 Video Views on Facebook last 28 Days - 46
Clinical Trials Video Promotions	Colorectal Cancer - Impressions 24,900 Sandoval Video - Impressions 4,160

YouTube Minutes Viewed Aug 1, 2021 - Aug 31, 2021

Your channel got 149 views in the last 31 days

Watch time (hours) - 19.9

Average view duration - 8:00 (Up 28%)

Impressions - 2.1K (Up 4%)

Impressions click-through rate - 3.1%

**Co-Op City Baptist Church CTEAPP Educational Session Sponsored by NBCI**

Published Aug 9, 2021

Views - 18 (12.1%)

**Traffic source**

Direct or Unknown - 13 (72.2%), Browse Features - 2 (11%), YouTube search — 2 (11%)

Channel pages - 1 (5.6%)

**Rev. Anthony Evans Co-Hosts Lecture: "Why Health Disparities Are Everyone's Problem"**

Published - Apr 6, 2021

Views - 6

Watch time (hours) - .1 (2.8%)

Average view duration - 1:00

Streamed - Jul 15, 2021

**Traffic source**

Direct or Unknown - 5 (83.3%), Watch time (hours) - .1 (88.8%), Channel pages - 1 (16.7%)

Average view duration - 3:23

**Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval**

Published on Jun 7, 2021

Views - 4

Watch time (hours) - 4.3

Average view duration - 3:24

**Traffic source**

YouTube search — 4 (100%)

Facebook Videos  
National Black Church Initiative - NBCI (new)

727 Minutes Viewed  
Up 8.74% from previous 31 days

50 1-Minute Video Views  
Down 3.85% from previous 31 days

595 3-Second Video Views  
Down .1% from previous 31 days

26 Video Engagement  
Down 72.9% from previous 31 days

1.2K Net Followers  
Down 15% from previous 31 days

**The Co-Op City Baptist Church Clinical Trials Education, Awareness and Participation Program (CTEAPP) Educational Session Sponsored by NBCI**

Where: Co-Op City, Bronx, NY Section 4 Greenway

**Date Added:** 07/28/2021 5:52 PM - Live

**Minutes Viewed:** 40

**1-Minute Video Views:** 2

**3-Second Video Views:** 67

**Engagement:** 1

**Discussing the Need for Black Co-Investigators in Clinical Trials (55:34)**

**Date Added:** 07/20/21 4:06 PM - Rebroadcast

**Minutes Viewed:** 12

**1-Minute Video Views:** 3

**3-Second Video Views:** 40

**Engagement:** 1

**Video: Why Health Disparities are Everyone's Problem (01:10:03)**

**Date Added:** 07/15/2021 9:58 PM - Rebroadcast

**Minutes Viewed:** 6

**1-Minute Video Views:** 1

**3-Second Video Views:** 11

**Engagement:** 0

**Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black Community"**

**Date Added:** 07/19/21 5:39 PM - Rebroadcast

Facebook Videos National Black Church Initiative (old)  <b>112</b> Minutes Viewed <b>Up</b> 6.67% from previous 31 days  <b>133</b> 3-Second Video Views <b>Up</b> 8.13% from previous 31 days	"Video: Discussing the Need for Black Co-Investigators in Clinical Trials (55:34) Date Added: 07/20/21 4:06 PM - Rebroadcast Minutes Viewed: 7 3-Second Video Views: 7  Video: Rev. Evans Discusses Issues in Recruitment for Clinical Trials (01:05:21) Date Added: 07/02/21 8:22 PM - Rebroadcast Total Minutes Viewed: 1 3-Second Video Views: 4  Video: Rev. Evans Discusses Issues in Recruitment for Clinical Trials (01:05:21) Date Added: 06/15/21 8:22 PM Total Minutes Viewed: 0 3-Second Video Views: 2
---	---

### Actions on Page

August 6 - September 2



We have insufficient data to show for the selected time period.

### Page Views

August 6 - September 2

889

Total Page Views ▼7%



### Page Likes

August 6 - September 2

1,100

Page Likes ▼16%



### Post Reach

August 6 - September 2

67,111

People Reached ▲6%



### Story Reach

August 6 - September 2

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

### Recommendations

August 6 - September 2



We have insufficient data to show for the selected time period.

### Post Engagement

August 6 - September 2

2,712

Post Engagement ▼16%



### Videos

August 6 - September 2

460

3-Second Video Views ▼68%



### Page Followers

August 6 - September 2

1,141

Page Followers ▼16%



### Actions on Page

August 6 - September 2



We have insufficient data to show for the selected time period.

### Page Views

August 6 - September 2

35

Total Page Views ▼ 20%



### Page Likes

August 6 - September 2

5

Page Likes ▼ 17%



### Post Reach

August 6 - September 2

253

People Reached ▼ 11%



### Story Reach

August 6 - September 2

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

### Recommendations

August 6 - September 2



We have insufficient data to show for the selected time period.

### Post Engagement

August 6 - September 2

61

Post Engagement ▼ 44%



### Videos

August 6 - September 2

74

3-Second Video Views ▼ 59%



### Page Followers

August 6 - September 2

4

Page Followers ▼ 43%



Overview

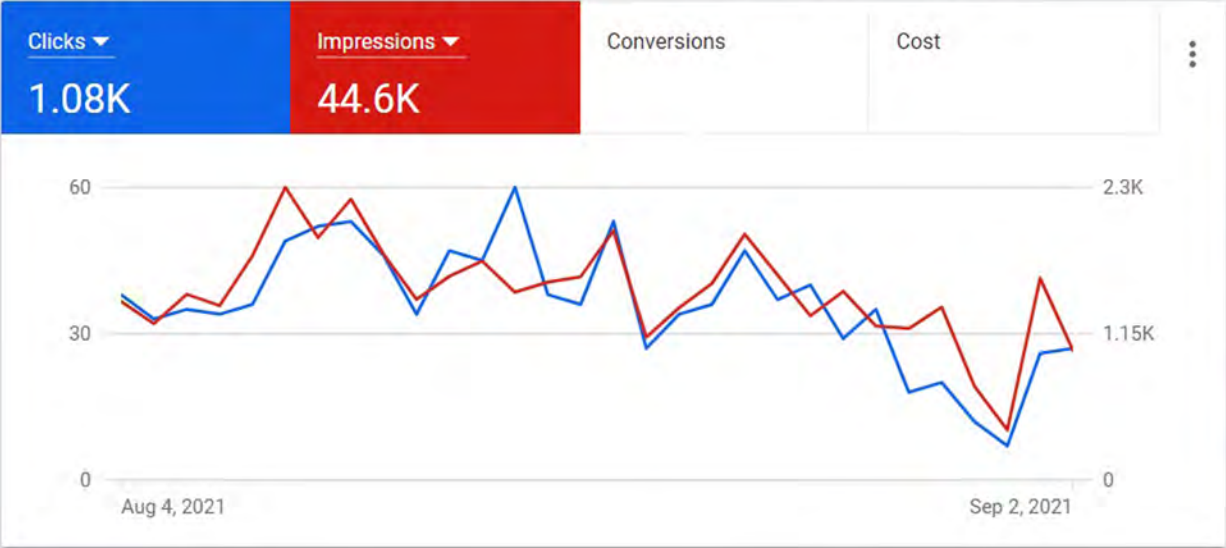
Last 30 days Aug 4 – Sep 2, 2021

Campaign status: All; Ad group status: All ADD FILTER

+ NEW CAMPAIGN

DOWNLOAD FEEDBACK

Your metrics now reflect your performance objectives. Are these curated metrics helpful? YES NO



Recommendations

88% Your optimization score

Add new keywords +10.8%

Show your ads more often to people searching for what your business offers

APPLY VIEW

< 1 / 3 >

Biggest changes

Last 30 days compared to the prior 30 days

Cost

Campaigns

Cost Clicks Conversions



**SEPTEMBER**

September 2021 Overall Statistical Data	
Type of Data	Actual Data
Number of Clicks on <a href="https://researchincludesme.com/">https://researchincludesme.com/</a>	Research Includes Me Clicks - 1,160
Number of Literature on Research Includes Me Distributed	2,500
Number of Lectures Hosted	Lectures are postponed until 2022
Average Number of Attendees per Lecture Hosted	0
Number of Educational Sessions Per City	No educational event in September. Upcoming Octoberfest program on 10/16.
Average Number of Educational Sessions Attendees Per City	0
Number of Long Survey about Clinical Trials distributed	1,523
Number of Long Survey about Clinical Trials completed	913
Number of Three-Question Surveys regarding Clinical Trials Distributed per City	1,809
Number of Three-Question Surveys regarding Clinical Trials Completed	1,085
Impact of Clinical Trial Education Cities	No educational event in September. Upcoming Octoberfest program on 10/16.
Number of Email Blasts Sent	No email blast - no lecture and educational session this month
Number of Emails Collected	3,152
New Updated Numbers of our National Churches	5,681
Number of Emails Collected from Promotional Giveaways Campaign	378
Number of Clinical Trials Outreach Email Sent	626

September 2021 Social Media Statistics	
Type of Data	Actual Data
Google Ads Campaigns	Total Impressions - 45,800
Old NBCI Facebook Page Numbers - Last 28 days	People Reached - 2,071 that is up 709% Post Engagements - 163 that is up 167% New Followers - 9 that is up 80% Total Followers - 1,100 Video Views - 75
New NBCI Facebook Page Numbers - Last 28 days	People Reached - 121,381 that us up 84% Post Engagements - 9,614 that is up 254% New Followers - 1,147 that is up 2% Total Followers - 7,007 Video Views - 366
YouTube Video Views - Last 28 days	228

### Actions on Page

September 3 - September 30



We have insufficient data to show for the selected time period.

### Page Views

September 3 - September 30

691

Total Page Views ▼22%



### Page Likes

September 3 - September 30

1,127

Page Likes ▲2%

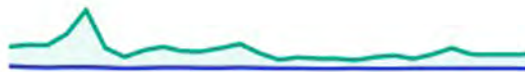


### Post Reach

September 3 - September 30

121,384

People Reached ▲81%



### Story Reach

September 3 - September 30

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn more](#)

### Recommendations

September 3 - September 30



We have insufficient data to show for the selected time period.

### Post Engagement

September 3 - September 30

9,614

Post Engagement ▲254%



### Videos

September 3 - September 30

366

3-Second Video Views ▼20%



### Page Followers

September 3 - September 30

1,147

Page Followers ▲1%



### Actions on Page

September 3 - September 30



We have insufficient data to show for the selected time period.

### Page Views

September 3 - September 30

82

Total Page Views ▲134%



### Page Likes

September 3 - September 30

9

Page Likes ▲80%



### Post Reach

September 3 - September 30

2,060

People Reached ▲714%



### Story Reach

September 3 - September 30

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn more](#)

### Recommendations

September 3 - September 30



We have insufficient data to show for the selected time period.

### Post Engagement

September 3 - September 30

163

Post Engagement ▲167%



### Videos

September 3 - September 30

75

3-Second Video Views ▲1%



### Page Followers

September 3 - September 30

9

Page Followers ▲125%



Your metrics now reflect your performance objectives. ? Are these curated metrics helpful? YES NO

Clicks ▼

1.16K

Impressions ▼

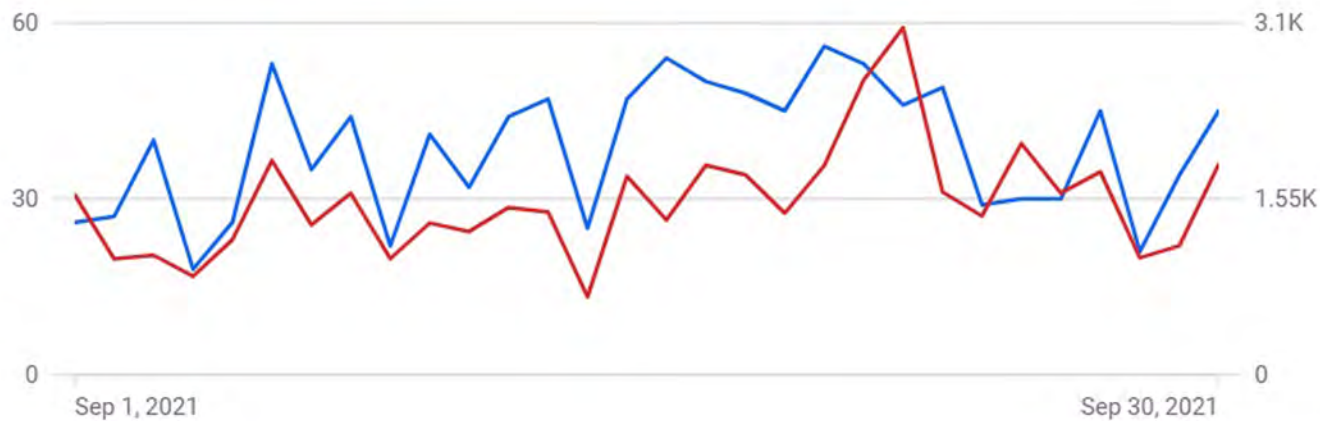
45.8K

Conversions

1.00

Cost

\$1.08K



## Recommendations



**83%** Your optimization score ?

Add new keywords +8.1%

Show your ads more often to people searching for what your business offers ?

APPLY

VIEW

< 1 / 5 >

## Biggest changes

Last 30 days compared to the prior 30 days ?

Cost ▼



● Research Includes Me



-\$59.74  
-22.59%

## Campaigns



Cost ▼

Clicks ▼

Conversions ▼



\$412.18

232

0.00

# National Black Church Initiative

P.O. Box 65177  
Washington, DC 20035

202-744-0184

[dcpci2002@gmail.com](mailto:dcpci2002@gmail.com)  
[www.naltblackchurch.com](http://www.naltblackchurch.com)

Contact:

Rev. Anthony Evans

202-744-0184

October 2, 2021

For Immediate Release

## **The National Black Church Initiative (NBCI), The Israel Baptist Church, and Black Churches in East Baltimore are Celebrating Octoberfest and Promoting Clinical Trials Among African Americans**

*This is a BOLD step from the Black Church in the Positive Promotion of Clinical Trials*

**Washington DC** – The *National Black Church Initiative* (NBCI), a coalition of 150,000 African American and Latino churches representing 27.7 million members, is launching its third of 15 community festivals under its new upcoming clinical trials program.

Thirty of NBCI's East Baltimore churches are coming together under the leadership of Israel Baptist Church and the Pastor, Rev. Dr. H. Walden Wilson, II, in a celebratory Octoberfest program to provide the community with information, the benefits, and the value of participating in clinical trials.

During this time, the ministers will have a **news conference** to acknowledge the work of the 30 African American churches in East Baltimore concerning this effort to promote clinical trials. This will also be a time to endorse and support The Diversifying Investigations Via Equitable Research Studies for Everyone (DIVERSE) Act. This Act allows the U.S. Department of Health and Human Services (HHS) to issue grants or enter contractual arrangements to support education, outreach, and recruitment for clinical trials for diseases with a disproportionate impact on underrepresented populations.

U.S. Senators Bob Menendez (D-N.J.), the highest-ranking Latino in Congress, and Tim Scott (R-S.C.) have been invited and confirmed to attend the news conference during the Octoberfest program.

During the Octoberfest, the neighbors in East Baltimore will receive groceries, chances to win cruises as a raffle prize, literature on clinical trials, and information on the Research Includes Me website. They will also be asked to participate in a brief clinical trial survey and have a chance to participate in an educational session.

The children who attend will experience games such as apple bobbing and other fun activities like relay games.

This is part of a great effort from the NBCI National Clinical Strategy to promote clinical trials in the African American community. The activities around the country will lead to the launch of an online educational portal that will provide every African American, including NBCI's 27.7 million members, with critical information on the value, wealth, and benefits of clinical trials for the African American community.

Rev. Anthony Evans, President of NBCI, says, "We are so excited that we have been able to launch this great initiative across the country. We look forward to using the enormous clout of our 150,000 African American churches in support of U.S. Senators Bob Menendez and Tim Scott's legislation."

### **About the NBCI**

The National Black Church Initiative (NBCI) is a coalition of 150,000 African American and Latino Churches, representing 27.7 million members working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. The NBCI's mission is to provide critical wellness information to all its members and the public.

We offer faith-based, out-of-the-box, cutting-edge solutions to stubborn economic and social issues. Our solutions are backed by statistical analysis, science-based strategies and techniques, and methods that work.

The NBCI's purpose is to partner with major organizations and officials whose mission is to reduce racial disparities in the areas cited above. For additional information about NBCI, visit <https://www.naltblackchurch.com/>.



**OCTOBER**

October 2021 Overall Statistical Data	
Type of Data	Actual Data
Number of Clicks on <a href="https://researchincludesme.com/">https://researchincludesme.com/</a>	Research Includes Me Clicks - 1,070
Number of Literature on Research Includes Me Distributed	3,000
Number of Lectures Hosted	Lectures are postponed until 2022
Average Number of Attendees per Lecture Hosted	0
Number of Educational Sessions Per City	Oktoberfest Clinical Trial Education Session on 10/16
Average Number of Educational Sessions Attendees Per City	45
Number of Long Survey about Clinical Trials distributed	1,352
Number of Long Survey about Clinical Trials completed	812
Number of Three-Question Surveys regarding Clinical Trials Distributed per City	2,682
Number of Three-Question Surveys regarding Clinical Trials Completed	1,609
Impact of Clinical Trial Education Cities	7,886
Number of Email Blasts Sent	64,175
Number of Emails Collected	4,558
New Updated Numbers of our National Churches	6,811
Number of Emails Collected from Promotional Giveaways Campaign	575
Number of Clinical Trials Outreach Email Sent	811

September 2021 Social Media Statistics	
Type of Data	Actual Data
Google Ads Campaigns	Total Impressions - 47,900
Old NBCI Facebook Page Numbers - Last 28 days	People Reached - 356 People Engaged - 78 Video Views - 183 New Followers - 7 Total Followers - 1108
Old NBCI Facebook Video Statistics - Last 28 days	20 1-Second Video Views Up 81.8% from previous 31 days 133 3-Second Video Views Up 72.7% from previous 31 days 15 Video Engagement Up 150% from previous 31 days
New NBCI Facebook Page Numbers - Last 28 days	People Reached - 75,169 People Engaged - 2,068 Video Views - 513 New Followers - 236 Total Followers - 8,026

New NBCI Facebook Videos Statistics - Last 28 days

552 Minutes Viewed  
Up 1.17% from previous 31 days  
47 1-Minute Video Views  
Up 6.82% from previous 31 days  
502 3-Second Video Views  
Up 29.4% from previous 31 days  
40 Video Engagement  
Up 37.9% from previous 31 days

YouTube Video Views - Last 28 days

In October, people watched  
your videos 149 times  
Watch time (hours) - 20.4  
Average view duration - 8:  
48  
Impressions - 1.8  
Impressions click-through  
rate - 3.8% (Up 14%)  
YouTube recommending  
your content - 23.1%  
Views from impressions -  
68  
Watch time from  
impressions (hours) - 9.98  
Traffic source  
YouTube search - 37.2%  
External - 23.0%  
Google Search - 32.4%  
aalbc.com - 8.8%  
Facebook - 8.8%  
duckduckgo.com - 5.9%  
zoom.us - 5.9%  
Suggested videos - 12.8%  
Direct or unknown - 11.5%  
Channel pages - 6.1%

October Video Statistics

Octoberfest Clinical Trials Fun Day (00:39:19)

Published - October 25, 2021

Total Minutes Viewed: 56

1-Minute Video Views: 7

3-Second Video Views: 67

Engagement: 2

Octoberfest Clinical Trials Fun Day (00:45:16)

Streamed - October 16, 2021

Total Minutes Viewed: 60

1-Minute Video Views: 10

3-Second Video Views: 85

Engagement: 12

### Actions on Page

October 5 - November 1

4

Total Actions on Page ▲100%



### Page Views

October 5 - November 1

573

Total Page Views ▼3%



### Page Likes

October 5 - November 1

226

Page Likes ▼77%



### Post Reach

October 5 - November 1

75,169

People Reached ▼27%



### Story Reach

October 5 - November 1

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn more](#)

### Recommendations

October 5 - November 1



We have insufficient data to show for the selected time period.

### Post Engagement

October 5 - November 1

2,068

Post engagement ▼70%



### Videos

October 5 - November 1

513

3-Second Video Views ▲72%



### Page Followers

October 5 - November 1

236

Page Followers ▼76%



### Actions on Page

October 5 - November 1



We have insufficient data to show for the selected time period.

### Page Views

October 5 - November 1

46

Total Page Views ▼ 38%



### Page Likes

October 5 - November 1

6

Page Likes ▼ 25%



### Post Reach

October 5 - November 1

356

People Reached ▼ 84%



### Story Reach

October 5 - November 1

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn more](#)

### Recommendations

October 5 - November 1



We have insufficient data to show for the selected time period.

### Post Engagement

October 5 - November 1

78

Post engagement ▼ 53%



### Videos

October 5 - November 1

183

3-Second Video Views ▲ 165%



### Page Followers

October 5 - November 1



7

Page Followers ▼ 13%



 Campaign status: All; Ad group status: All [ADD FILTER](#)

[+ NEW CAMPAIGN](#)

 [DOWNLOAD](#)  [FEEDBACK](#)

Clicks ▾

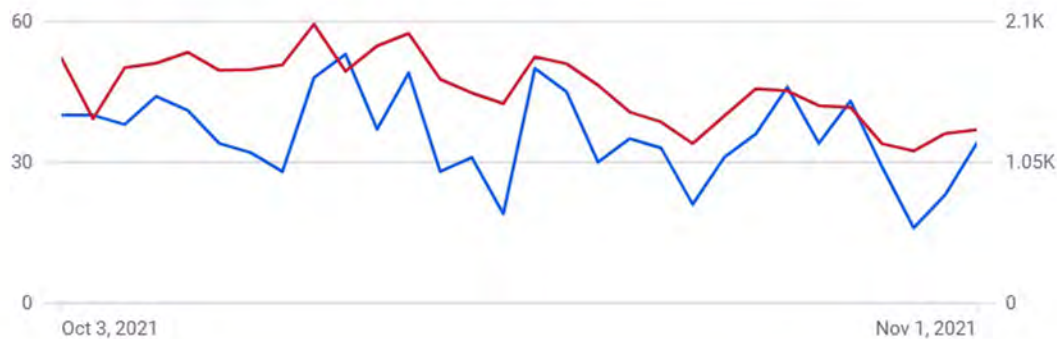
1.07K

Impressions ▾

47.9K


Conversions

4.00



Recommendations ▾

90% Your optimization score [?](#)

 [Add new keywords](#) [+6.1%](#)

Show your ads more often to people searching for what your business offers [?](#)

[APPLY](#)

[VIEW](#)

< 1 / 4 >

Biggest changes

Last 30 days compared to the prior 30 days [?](#)

Cost ▾



 Research Includes Me



-\$188.22  
-100.00%

+\$58.37

Campaigns



Cost ▾

Clicks ▾

Conversions ▾



\$451.99

298

1.00

# NATIONAL BLACK CHURCH INITIATIVE (NBCI) AND AFRICAN AMERICAN CHURCHES IN EAST BALTIMORE CORDIALLY INVITE THE ENTIRE COMMUNITY TO ITS OKTOBERFEST CLINICAL TRIAL FUN DAY



## Israel Baptist Church

1220 N Chester St  
Baltimore, MD 21213

**Oct 16, 2021**

**12pm-5:30pm**

NBCI will provide critical information on the benefits of clinical trials to African Americans and we will give a lecture and literature concerning Clinical Trials.

*Come one, come all, to have fun, there will be good food to partake in, fun for the kids - total family day, choirs, rap group, and community. All good, wholesome fun day. We will give away one trip to the Caribbean! We invite young families and seniors to have a good time with the Lord.*

**Rev. Anthony Evans**  
**NBCI President**



**Rev. Dr. H Walden Wilson II**  
**Israel Baptist Church Pastor**



COME AND JOIN THE FUN!



# *WHAT YOU WILL GET IF YOU ATTEND:*

1. You will receive a free bag of groceries!
2. If you play an instrument or sing, you will be able to perform for free. This is your time to show your talent. If it is rap music, please do not include bad language. It must be a positive rap song.
3. We will have games for your children.
3. We are giving away a cruise trip!
4. You will receive literature on clinical trials.
5. You will hear great singing!

**Sign up now!**

FOR MORE INFORMATION AND TO RSVP,  
PLEASE EMAIL [DCBCI2002@GMAIL.COM](mailto:DCBCI2002@GMAIL.COM)



## Have you ever heard of Justice?

To maintain fairness, it is important that researchers do not take advantage of vulnerable populations, so they bear all the risks from participation. For example, researchers cannot bribe vulnerable poor communities to participate in research, while rich communities reap all the benefits of the trials without participating in the studies.

Safeguards and Lessons Learned

### The National Black Church Initiative Clinical Trials Program Theme

Research is the way we learn about the world around us. It is a process of asking questions, gathering information, and testing the answers. Research is a process that is used to learn about the world around us. It is a process that is used to learn about the world around us.

### Have you ever heard of the Belmont Report?

The Belmont Report is a document that outlines the ethical principles and guidelines for research involving human subjects. It is a document that outlines the ethical principles and guidelines for research involving human subjects.

Safeguards and Lessons Learned





# Research includes **me**

Diversity + Equity + Inclusion in Clinical Trials

**Many types of people**  
should be included  
in clinical research



Our bodies may react differently  
to certain medicine and diseases  
based on sex, age, race, and ethnicity.  
This is why it's so important to  
**include many types of people**  
in clinical research.



**NATIONAL  
BLACK  
CHURCH  
INITIATIVE**

[www.naltblackchurch.com](http://www.naltblackchurch.com)



**NOVEMBER**

November 2021 Overall Statistical Data	
Type of Data	Actual Data
Number of Clicks on <a href="https://researchincludesme.com/">https://researchincludesme.com/</a>	158,105
Number of Literature on Research Includes Me Distributed	1500
Number of Lectures Hosted	Lectures are postponed until 2022
Average Number of Attendees per Lecture Hosted	0
Number of Educational Sessions Per City	No Educational Session in November
Average Number of Educational Sessions Attendees Per City	0
Number of Long Survey about Clinical Trials distributed	1,572
Number of Long Survey about Clinical Trials completed	943
Number of Three-Question Surveys regarding Clinical Trials Distributed per City	3578
Number of Three-Question Surveys regarding Clinical Trials Completed	2,147
Impact of Clinical Trial Education Cities	65,000
Number of Email Blasts Sent	21,806
Number of Emails Collected	2,528
New Updated Numbers of our National Churches	7,561
Number of Emails Collected from Promotional Giveaways Campaign	713
Number of Clinical Trials Outreach Email Sent	937

November 2021 Social Media Statistics	
Type of Data	Actual Data
Google Ads Campaigns	ResearchIncludesMe Impressions - 158,105 Clinical Trial Video Views - 1,848
Old NBCI Facebook Page Numbers - Last 28 days	People Reached - 404 Up 7% Engagements - 96 Up 22% Video Views - 196 Up 2% New Followers - 5 Down 28% Total Followers - 1,111
New NBCI Facebook Page Numbers - Last 28 days	People Reached - 82,671 Up 2% Engagements - 3,043 Up 38% Video Views - 1,488 Up 183% New Followers - 1,470 Up 377% Total Followers - 9,503

Results from Nov 3, 2021 - Nov 30, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page

November 3 - November 30

8

Total Actions on Page ▲60%



### Page Views

November 3 - November 30

987

Total Page Views ▲60%



### Page Likes

November 3 - November 30

1,446

Page Likes ▲392%



### Post Reach

November 3 - November 30

82,671

People Reached ▲2%



### Story Reach

November 3 - November 30

#### Get Story Insights

See stats on how your Page's recent stories have performed.

Learn more

### Recommendations

November 3 - November 30



We have insufficient data to show for the selected time period.

### Post Engagement

November 3 - November 30

3,043

Post engagement ▲38%



### Videos

November 3 - November 30

1,488

3-Second Video Views ▲183%



### Page Followers

November 3 - November 30

1,470

Page Followers ▲377%



Actions on Page

November 3 - November 30

1

Total Actions on Page ▼ 50%



Page Views

November 3 - November 30

70

Total Page Views ▲ 49%



Page Likes

November 3 - November 30

5

Page Likes ▼ 17%



Post Reach

November 3 - November 30

404

People Reached ▲ 7%



Story Reach

November 3 - November 30

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn more

Recommendations

November 3 - November 30



We have insufficient data to show for the selected time period.

Post Engagement

November 3 - November 30

96

Post engagement ▲ 22%



Videos

November 3 - November 30

196

3-Second Video Views ▲ 2%



Page Followers

November 3 - November 30

5

Page Followers ▼ 28%



Clicks ▾

2.35K

Impressions ▾

158K

Conversions

3.00

Cost

\$1.34K



## Recommendations ▾



90.7%

Your optimization score [?](#)



Add new keywords

+4.1%

Show your ads more often to people searching for what your business offers [?](#)

APPLY

VIEW

< 1 / 4 >

Creator Studio

Facebook

Instagram

Facebook

Instagram

Facebook

Instagram

Create new

Home

Notifications

Insights

Pages

Overview

Audience

Videos

Performance

Benchmarking

Loyalty

Retention

Stories

Performance

Instant Articles

Call-to-action

Performance

Revenue lift

Pre-published

Published

National Black Church Initiative -NBCI

Insights > Videos > Performance

Nov 1, 2021 – Nov 30, 2021

Posted

839

Minutes viewed

▲ 160% from previous 30 days

117

1-minute video views

▲ 193% from previous 30 days

1.6K

3-Second Video Views

▲ 234% from previous 30 days

106

Video engagement

▲ 165% from previous 30 days

Engagement

Nov 1, 2021 - Nov 30, 2021

106 Engagement 40 Previous period

30

20

10

0

Nov 1

Nov 4

Nov 7

Nov 10

Nov 13

Nov 17

Nov 20

Nov 23

Nov 26

Nov 30

Show by:

See how your different performing

Post

Crosspost

Share



Create new

Home

Notifications

Insights

Pages

Overview

Audience

Videos

Performance

Benchmarking

Loyalty

Retention

Stories

Performance

Instant Articles

Call-to-action

Performance

Revenue lift








Pre-published

Published

Top videos

Top Pages

The videos shown in this

Video	Date added	Minutes viewed ↓	1-minute video views	3-Sec
 <p>Happy Thanksgivi... National...</p>	11/25/2021 2:10 PM National Black...	165	18	643
 <p>Octoberfest Clinic... National Black...</p>	10/25/2021 7:46 AM National Black...	128	17	80
 <p>Rev Evans Hosts... National Black...</p>	09/28/2021 7:30 PM National Black...	76	4	59
 <p>NBCI VACCNEWS... National Black...</p>	11/16/2021 12:05 PM National Black...	56	14	92
 <p>Octoberfest Clinic... National Black...</p>	10/16/2021 1:10 PM National Black...	46	1	5
 <p>Did you know that... National Black...</p>	10/29/2021 3:37 PM National Black...	42	6	48
 <p>Co-Op City Baptis... National...</p>	11/27/2021 2:15 PM National Black...	36	6	37


**Creator Studio**


**Create new**
**Home**
**Notifications**
**Insights**

Pages

Overview

Audience

Videos

**Performance**

Benchmarking

Loyalty

Retention

Stories

Performance

Instant Articles

Call-to-action

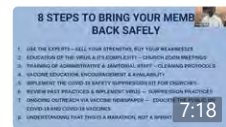
Performance

Revenue lift

**Pre-published**
**Published**


National Black...

National Black...

**There's a lot that...**

11/18/2021 4:14 PM

29

4

56

**Rev Anthony Evan...**

11/22/2021 12:22 PM

29

15

58

**NBCI VACCNEWS...**

11/19/2021 7:00 PM

25

2

66

**Co-Op City Baptis...**

11/27/2021 4:37 PM

25

3

35

**The National Blac...**

11/22/2021 10:02 PM

24

4

55

**The church is the...**

11/10/2021 7:25 AM

18

1

62

**Rev. Anthony Evan...**

11/22/2021 3:25 PM

12

2

50

**Rev Anthony Evan...**

10/13/2021 12:00 PM

11

1

11



--

09/03/2021 12:00 PM

7


1

2



**Creator Studio**

 Create new

 Home

 Notifications

 **Insights**

Pages

Overview

Audience

Videos

**Performance**

Benchmarking

Loyalty

Retention

Stories

Performance

Instant Articles

Call-to-action

Performance

Revenue lift

 Pre-published

 Published


National...



National Black...

0

1

20



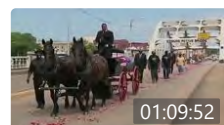
Rev. Evans...

11/24/2021 1:15 PM

5

1

27



Why Health...

11/23/2021 9:30 PM

4

0

23



Preparations for th...

10/16/2021 9:50 AM

4

2

6



We've partnered...

10/25/2021 3:14 PM

2

0

14



Watch this: We've...

10/20/2021 11:46 PM

1

0

7



African Americans...

11/30/2021 1:23 PM

1

0

11



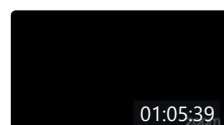
It's Not Too Late T...

08/02/2021 3:39 PM

1

0

1



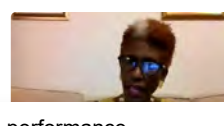
Rev. Evans...

07/15/2021 11:22 PM

0

0

2



Dr. Diane Kern's...

08/25/2021 7:45 PM

0

0

3

Creator Studio



Create new

Home

Notifications

Insights

Pages

Overview

Audience

Videos

Performance

Benchmarking

Loyalty

Retention

Stories

Performance

Instant Articles

Call-to-action

Performance

Revenue lift

Pre-published

Published



The State of COVID...

05/12/2021 7:52 PM

0

0

2



Rev Anthony Evans...

09/29/2021 5:30 PM

0

0

2



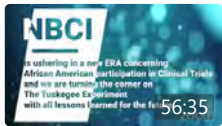
STILL TIME TO...

06/01/2021 10:56 PM

0

0

1



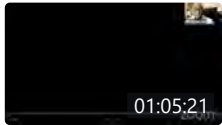
Rev Anthony Evans...

07/20/2021 7:06 PM

0

0

2



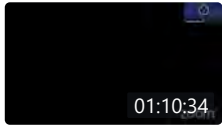
Issues in...

06/02/2021 12:00 PM

0

0

1



Rev. Anthony Evans...

09/28/2021 4:59 PM

0

0

1



Rev. Evans...

09/27/2021 8:09 PM

0

0

1



STILL TIME TO...

06/01/2021 4:15 PM

0

0

1



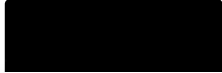
Rev Evans Hosts...

07/19/2021 5:39 PM

0

0

1



Why Health...

05/11/2021 5:43 PM

0

0

0

Creator Studio



Create new



Home



Notifications



Insights

Pages

Overview

Audience

Videos

Performance

Benchmarking

Loyalty

Retention

Stories

Performance

Instant Articles

Call-to-action

Performance

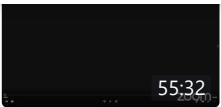
Revenue lift



Pre-published



Published



Discussing the...

05/17/2021 5:40 PM

0

0

0

National Black...

National Black...



The Co-Op City...

07/28/2021 5:52 PM

0

0

0

National Black...

National Black...



Dr. Diane Kern's...

08/04/2021 7:35 PM

0

0

0

National Black...

National Black...



The National Blac...

07/19/2021 6:34 PM

0

0

0

National Black...

National Black...



Rev. Anthony Evan...

07/15/2021 9:58 PM

0

0

0

National Black...

National Black...



**DECEMBER**

December 2021 Overall Statistical Data	
Type of Data	Actual Data
Number of Lectures Hosted	
Average Number of Attendees per Lecture Hosted	
Number of Educational Sessions Per City	
Average Number of Educational Sessions Attendees Per	
Number of Surveys Distributed at Educational Sessions	
Statistical Breakdown at Educational Sessions	
Number of Completed Surveys at Educational Sessions	
December 2021 Social Media Statistics	
Type of Data	Actual Data
<b>YouTube - December 1 - December 31</b>  <b>In December, people watched your videos 79 times</b>  <b>Watch time (hours) - 4.7</b>  <b>Average view duration - 3:32</b> <b>Impressions - 1.338</b> <b>Impressions click-through rate - 2.4%</b>  <b>Traffic source</b> <b>Browse features - 7 (8.9%)</b> <b>YouTube search - 31 (39.2%)</b> <b>External - 26 (32.9%)</b>  <b>Suggested videos - 3 (3.8%)</b> <b>Direct or unknown - 1 (1.30%)</b> <b>Channel pages - 7 (8.9%)</b>	<b>The State of COVID 19 in the African Americans and COVID-19: Where Do We Go From Here - Published Dec 17, 2020</b> <b>Views - 5 (6.3%)</b> <b>Watch time (hours) - 0.3 (6.6%)</b> <b>Average view duration - 3:40</b> <b>Impressions - 10 (How many times your video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.)</b> <b>Impressions click-through rate - 0% (This measures how often viewers watched a video after seeing an impression.)</b>  <b>Rev Evans Hosts Clinical Trials Education, Awareness and Participation Program (CTEAPP) Live Session - Published Jul 13, 2021</b> <b>Views - 1 (1.3%)</b> <b>Watch time (hours) - 0.0 (0.5%)</b> <b>Average view duration - 1:19</b> <b>Impressions - 5</b> <b>Impressions click-through rate - 0%</b>  <b>Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval - Published on Jun 7, 2021</b> <b>Views - 2 (2.5%)</b> <b>Watch time (hours) - 0.0 (0.2%)</b>

	<p><b>Impressions - 23</b> <b>Impressions click-through rate - 4.4%</b></p> <p><b>Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials - Published on Apr 20, 2021</b> <b>Views - 1 (1.3%)</b> <b>Watch time (hours) - 0.0 (0.2%)</b> <b>Average view duration - 0:30</b> <b>Impressions - 22</b> <b>Impressions click-through rate - 4.6%</b></p> <p><b>Rev. Evans' Philadelphia CTEAPP Distribution Event - Published on Dec 8, 2021</b> <b>Views - 3 (3.8%)</b> <b>Watch time (hours) - 0.0 (0.1%)</b> <b>Average view duration - 0:06</b> <b>Impressions - 24</b> <b>Impressions click-through rate - 0%</b></p>
--	--

<p><b>Facebook</b></p> <p><b>National Black Church Initiative - NBCI (new)</b></p> <p>554 Minutes Viewed</p> <p><b>Down 34.3%</b> from previous 31 days</p> <p>32 1-Second Video Views</p> <p><b>Down 72.6%</b> from previous 31 days</p> <p>241 3-Second Video Views</p> <p><b>Down 85.4%</b> from previous 31 days</p> <p><b>See how your different types of posts are performing</b></p> <p><b>Organic</b> - 100%</p> <p><b>Paid</b> - 0%</p> <p><b>Posted</b> - 97.5%</p> <p><b>Crossposted</b> - 1.63%</p> <p><b>Shared</b> - 0.84%</p> <p><b>Followers</b> - 95%</p> <p><b>Non Followers</b> - 5.02%</p>	<p><b>Octoberfest Clinical Trials Fun Day</b></p> <p>Published - October 25, 2021</p> <p>Total Minutes Viewed: 116</p> <p>1-Minute Video Views: 7</p> <p>3-Second Video Views: 32</p> <p>Engagement: 0</p> <p><b>The State of COVID 19 in the African Americans and COVID-19: Where Do We Go From Here</b></p> <p>Date Added: 11/30/21 2:01 PM</p> <p>Total Minutes Viewed: 43</p> <p>1-minute video views: 6</p> <p>3-Second Video Views: 44</p> <p>Engagement: 2</p> <p><b>Discussing the Need for Black Co-Investigators in Clinical Trials (55:34)</b></p> <p>Date Added: 11/26/21 4:03 PM</p> <p>Minutes Viewed: 43</p> <p>1-Minute Video Views: 1</p> <p>3-Second Video Views: 8</p> <p>Engagement: 1</p> <p><b>Co-Op City Baptist Church CTEAPP Educational Session Sponsored by NBCI</b></p>
--	--

<p><b>Live</b> - 26.9%</p> <p><b>Video</b> - 73.1%</p>	<p>Minutes Viewed: 2</p> <p>1-Minute Video Views: 0</p> <p>3-Second Video Views: 16</p> <p>Engagement: 0</p> <p><b>Co-Op City Baptist Church CTEAPP Educational Session Sponsored by NBCI</b></p> <p>Date Added: 11/27/21 4:37 PM</p> <p>Minutes Viewed: 1</p> <p>1-Minute Video Views: 0</p> <p>3-Second Video Views: 7</p> <p>Engagement: 0</p> <p><b>Video: Rev. Evans Discusses Issues in Recruitment for Clinical Trials</b></p> <p>Date Added: 11/24/21 1:15PM</p> <p>Total Minutes Viewed: 1</p> <p>1-Minute Video Views: 0</p> <p>3-Second Video Views: 3</p> <p>Engagement: 0</p>
	<p><b>Rev Anthony Evans Co-Hosts "Why Health Disparities are Everyone's Problem"</b></p> <p>Date Added: 11/23/2021 9:30 PM</p> <p>Minutes Viewed: 1</p> <p>1-Minute Video Views: 0</p> <p>3-Second Video Views: 5</p> <p>Engagement: 5</p> <p><b>Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black Community" (57:59)</b></p> <p>Date Added: 09/28/21 7:30 PM - Rebroadcast</p> <p>Minutes Viewed: 1</p> <p>1-Minute Video Views: 0</p> <p>3-Second Video Views: 6</p> <p>Engagement: 0</p>

<p><b>Facebook</b></p> <p><b>National Black Church Initiative (Old)</b></p> <p><b>5 Minutes Viewed</b>  <b>Down</b> 96.5% from previous 31 days</p> <p><b>1 1-Second Video Views</b>  <b>Down</b> 92.3% from previous 31 days</p> <p><b>20 3-Second Video Views</b>  <b>Down</b> 88.2% from previous 31 days</p> <p><b>0 Video Engagement</b>  <b>Down</b> 100% from previous 31 days</p> <p>7 Net Followers  <b>Up</b> 100% from previous 31 days</p> <p><b>See how your different types of posts are performing</b></p> <p>Paid - 0%</p> <p>Posted - 82.5%</p> <p>Crossposted - 0%</p> <p>Shared - 17.5%</p> <p>Followers - 63.9%</p> <p>Non Followers - 36.1%</p> <p>Live - 0%</p> <p>Video - 100%</p>	<p><b>Rev Anthony Evans Co-Hosts "Why Health Disparities are Everyone's Problem" (01:10:03)</b></p> <p>Date Added: 07/15/2021 9:58 PM</p> <p>Minutes Viewed: 1</p> <p>1-Minute Video Views: 1</p> <p>3-Second Video Views: 2</p> <p>Engagement: 0</p> <p><b>Rev Evans Hosts Clinical Trials Education, Awareness and Participation Programme (CTEAPP) Educational Session</b></p> <p>Published June 12, 2021 12:11 PM</p> <p>Total Minutes Viewed: 2</p> <p>1-Minute Video Views: 1</p> <p>3-Second Video Views: 2</p> <p>Engagement: 0</p>
---	---

December 2021 Overall Statistical Data	
Type of Data	Actual Data
Number of Literature on Research Includes Me Distributed	500
Number of Lectures Hosted	Lectures are postponed until 2022
Average Number of Attendees per Lecture Hosted	0
Number of Educational Sessions Per City	CTEAPP Sessions in Philadelphia across thee churches: Zion Baptist Church, Bright Hope Baptist Church, and Greater Exodus Baptist Church
Average Number of Educational Sessions Attendees Per City	45
Number of Long Survey about Clinical Trials distributed	467
Number of Long Survey about Clinical Trials completed	281
Number of Three-Question Surveys regarding Clinical Trials Distributed per City	758
Number of Three-Question Surveys regarding Clinical Trials Completed	455
Impact of Clinical Trial Education Cities	61,000 across three neighborhoods
Number of Email Blasts Sent	22,486
Number of Emails Collected	20,000
New Updated Numbers of our National Churches	10,000
Number of Emails Collected from Promotional Giveaways Campaign	256
Number of Clinical Trials Outreach Email Sent	332
December 2021 Social Media Statistics	
Type of Data	Actual Data

YouTube - December 1 - December 31

In December, people watched your videos 79 times

Watch time (hours) - 4.7

Average view duration - 3:32

Impressions - 1.338

Impressions click-through rate - 2.4%

Traffic source

Browse features - 7 (8.9%)

YouTube search - 31 (39.2%)

External - 26 (32.9%)

Suggested videos - 3 (3.8%)

Direct or unknown - 1 (1.30%)

Channel pages - 7 (8.9%)

Results from Dec 14, 2021 - Jan 10, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page

December 14 - January 10

1

Total Actions on Page ▼ 50%



### Page Views

December 14 - January 10

90

Total Page Views ▲ 25%



### Page Likes

December 14 - January 10

7

Page Likes ▲ 75%



### Post Reach

December 14 - January 10

63

People Reached ▼ 96%



### Story Reach

December 14 - January 10

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn more](#)

### Recommendations

December 14 - January 10



We have insufficient data to show for the selected time period.

### Post Engagement

December 14 - January 10

15

Post engagement ▼ 89%



### Videos

December 14 - January 10

27

3-Second Video Views ▼ 83%



### Page Followers

December 14 - January 10

7

Page Followers ▲ 75%



Results from Dec 14, 2021 - Jan 10, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page

December 14 - January 10

1

Total Actions on Page ▼ 50%



### Page Views

December 14 - January 10

90

Total Page Views ▲ 25%



### Page Likes

December 14 - January 10

7

Page Likes ▲ 75%



### Post Reach

December 14 - January 10

63

People Reached ▼ 96%



### Story Reach

December 14 - January 10

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn more](#)

### Recommendations

December 14 - January 10



We have insufficient data to show for the selected time period.

### Post Engagement

December 14 - January 10

15

Post engagement ▼ 89%



### Videos

December 14 - January 10

27

3-Second Video Views ▼ 83%



### Page Followers

December 14 - January 10

7

Page Followers ▲ 75%



Creator Studio

Create new

Home

Notifications

Insights

Pages

Overview

Audience

Videos

Performance

Benchmarking

Loyalty

Retention

Stories

Performance

Instant Articles

Call-to-action

Performance

National Black Church Initiative -NBCI

Insights > Videos > Performance

Dec 1, 2021 – Dec 31, 2021

Posted

554

Minutes viewed

♥ 34.3% from previous 31 days

32

1-minute video views

♥ 72.6% from previous 31 days

241

3-Second Video Views

♥ 85.2% from previous 31 days

24

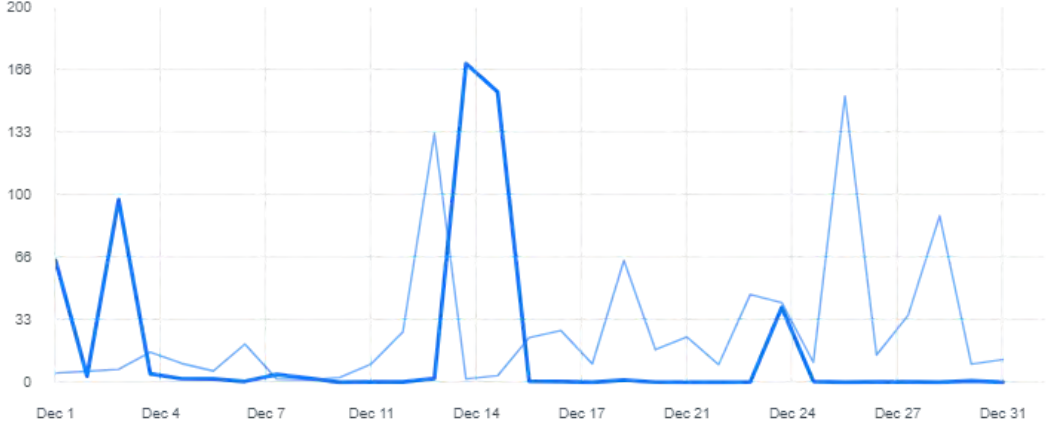
Video engagement

♥ 77.6% from previous 31 days

Minutes viewed

Dec 1, 2021 - Dec 31, 2021

554 Minutes viewed 844 Previous period



Show by:

See how your different types of posts are performing

Organic 100%

Paid 0%

Posted 97.5%

Crossposted 1.63%

Shared 0.84%

Followers 95%

Non followers 5.02%

Live 26.9%

Video 73.1%

Top videos

Top Pages

The videos shown in this list can change.

Your export is complete

Your download is ready. To find your recent exports, use the dropdown icon above.

National Black Church Initiative -NBCI • Dec 1 - Dec 31 • Performance


Jan 10, 2022 • 100%

Download export



**Creator Studio**

 Create new

 Home

 Notifications

 Insights

Pages

Overview

Audience

Videos

**Performance**

Benchmarking

Loyalty

Retention

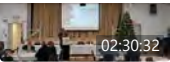



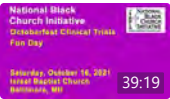











Stories

Performance

Instant Articles

Call-to-action

Performance

 02:30:32	 National Black... 	 National Black...	324	13	75	10
 39:19	<b>Octoberfest Clinic...</b>	10/25/2021 7:46 AM	116	7	32	0
 54:14	<b>African Americans...</b>	11/30/2021 1:23 PM	43	6	44	2
 57:21	<b>Discussing the...</b>	11/26/2021 4:03 PM	43	1	8	1
 1:53	<b>Happy Thanksgivi...</b>	11/25/2021 2:10 PM	6	2	13	2
 10:33	<b>NBCI VACCNEWS...</b>	11/16/2021 12:05 PM	3	1	9	0
 15:48	<b>The National Blac...</b>	11/22/2021 10:02 PM	2	1	4	1
 1:03	<b>Rev Anthony Evan...</b>	11/22/2021 12:22 PM	2	0	8	0
 01:24:07	<b>Co-Op City Baptis...</b>	11/27/2021 2:15 PM	2	0	16	0
 01:24:07	<b>Co-Op City Baptis...</b>	11/27/2021 4:37 PM	1	0	7	0
 01:03:13	<b>Rev. Evans...</b>	11/24/2021 1:15 PM	1	0	3	0
 01:09:52	<b>Why Health...</b>	11/23/2021 9:30 PM	1	0	5	0
	<b>Rev. Anthony Evan...</b>	11/22/2021 3:25 PM				



## Creator Studio



Create new

Home

Notifications

Insights

Pages

Overview

Audience

Videos

Performance

Benchmarking

Loyalty

Retention

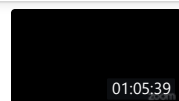
Stories

Performance

Instant Articles

Call-to-action

Performance



Rev. Evans...

07/15/2021 11:22 PM

0

0

1

0

National Black...

National Black...



Rev Anthony Evan...

10/13/2021 12:00 PM

0

0

2

0

National Black...

National Black...



The church is the...

11/10/2021 7:25 AM

0

0

2

0

National Black...

National Black...



There's a lot that...

11/18/2021 4:14 PM

0

0

2

0

National Black...

National Black...



Rev Evans Hosts...

09/28/2021 7:30 PM

0

0

2

0

National Black...

National Black...



NBCI VACCNEWS...

11/19/2021 7:00 PM

0

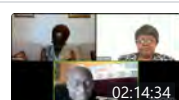
0

1

0

National Black...

National Black...



Dr. Diane Kern's...

08/04/2021 7:35 PM

0

0

1

0

National Black...

National Black...



Why should...

11/03/2021 6:42 PM

0

0

1

0

National Black...

National Black...



Rev. Evans...

09/27/2021 8:09 PM

0

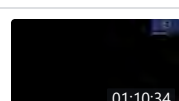
0

1

0

National Black...

National Black...



Rev. Anthony Evan...

09/28/2021 4:59 PM

0

0

0

0

National Black...

National Black...



Why Health...

05/11/2021 5:43 PM

0

0

0

0

National Black...

National Black...



We've partnered...

10/25/2021 3:14 PM

0

0

0

0

National Black...

National Black...





# 2021

## National Black Church Initiative TV

Cheers to having such loving fans! It's time to celebrate all of your hard work, and the community you've built.

## Your 2021 snapshot

---

**30.7K**

Watch time minutes

**5,262**

Total views



Black Theological Forum Dr Cain Hope  
Felder Part 1 of 2  
Your most viewed video

**You're connecting  
with fans**

---

**Your top countries for channel  
views**

United States 🇺🇸

Canada 🇨🇦

United Kingdom 🇬🇧

**23**

Comments received

**May**

Month with most views



**Thank you fans for  
#MyYearOnYouTube**

---



Celebrate your year with the people who encourage you! Share the snapshot below on social media using **#MyYearOnYouTube.**

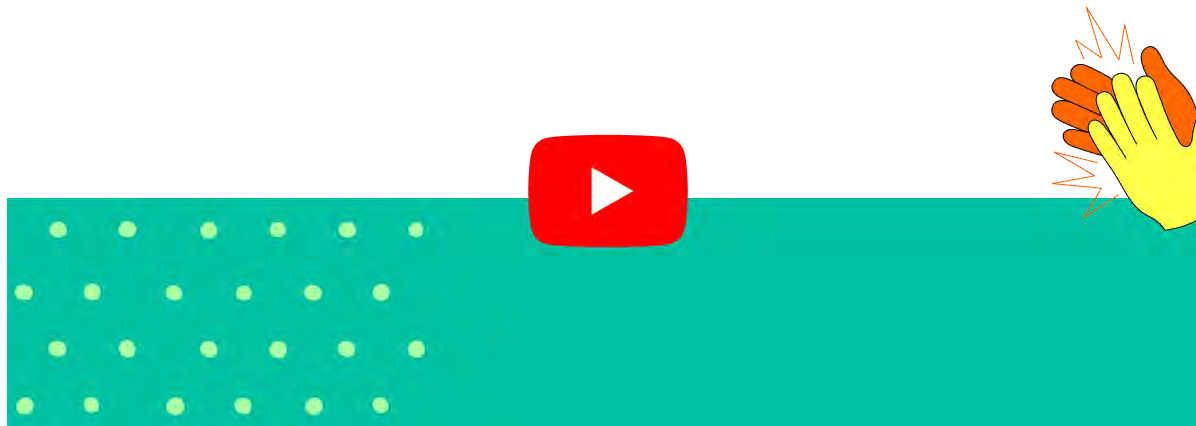


**Thank you for 51  
likes, 23  
comments, and  
your support this**

**year!**

**- National Black Church**

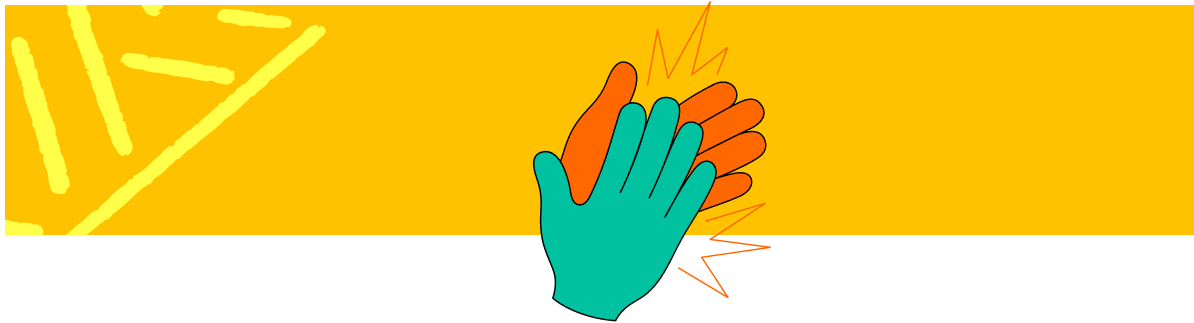
**Initiative TV**



Keep the gratitude going—make a YouTube Short to let fans know how much they mean to you.

**CREATE A SHORT**





## Lifetime highlights

---

**4028**

Days since your first upload

**208**

Lifetime likes

**248**

Lifetime comments

---

Was this email helpful?





\*These insights were taken from aggregated data from YouTube between January 1, 2021 and December 1, 2021.

© 2021 Google LLC d/b/a YouTube, 901 Cherry Ave, San Bruno, CA 94066

You received this message because you signed up to receive emails about your YouTube channel: updates, announcements, and personalized tips. If you do not want to receive these emails in the future, please unsubscribe [here](#).

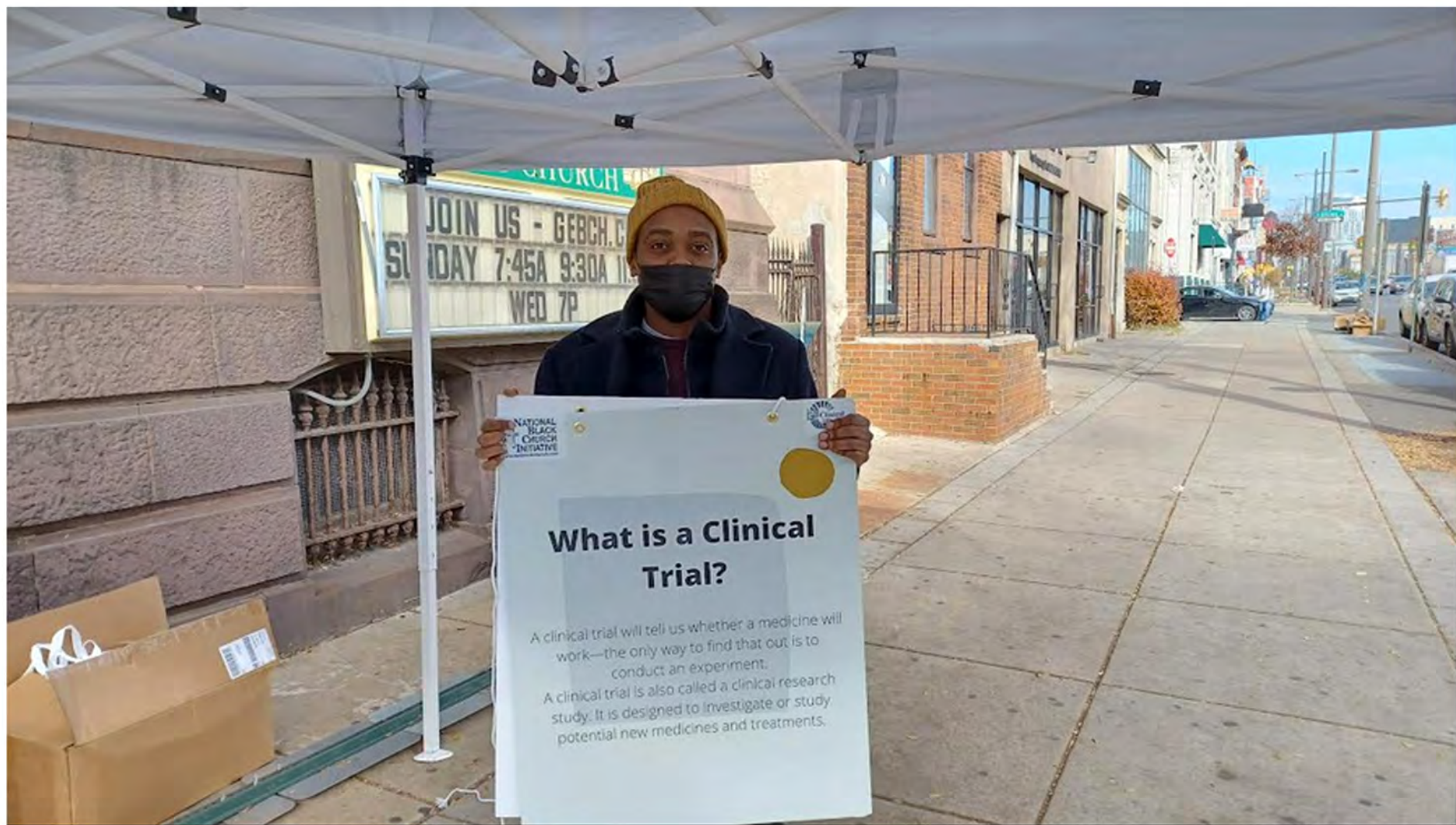












## What is a Clinical Trial?

A clinical trial will tell us whether a medicine will work—the only way to find that out is to conduct an experiment.

A clinical trial is also called a clinical research study. It is designed to investigate or study potential new medicines and treatments.



## What is a Clinical Trial?

A clinical trial will tell us whether a medicine will work - the only way to find that out is to conduct an experiment. A clinical trial is also called a clinical research study. It is designed to investigate or study potential new medicines and treatments.



NATIONAL  
BLACK  
CHURCH  
INITIATIVE



## What is a Clinical Trial?

A clinical trial will tell us whether a medicine will work—the only way to find that out is to conduct an experiment.

A clinical trial is also called a clinical research study. It is designed to investigate or study potential new medicines and treatments.

















# APPENDIX



November 2021

# NBCI CTEAPP END OF THE YEAR 2021 PROGRESS REPORT AND SUCCESSES



Progress Report



## *The Groundbreaking Year of NBCI Clinical Trials Education and Participation Program (CTEAPP)*

*NBCI is ushering in a new ERA concerning African American participation in Clinical Trials and we are turning the corner on The Tuskegee Experiment and all other medical abuses with all lessons learned for the future.*

## OUR YEAR SO FAR

Despite the unleashing wave of COVID-19 virus, The National Black Church Initiative (NBCI) has the most success year on record of educating and motivating African American around the critical issues of clinical trials. We have finally begun the process to change the ways African Americans understand and view the risk benefit analysis of participating in clinical trials. This is exciting in witnessing the changes!

NBCI is a faith-based coalition of 150,000 African American churches comprised of 37 denominations and 27.7 million African Americans working to eradicate racial disparities in healthcare, technology, education, housing, and the environment.

NBCI's mission is to provide critical wellness information to all of its members, congregants, churches and the public. NBCI's methodology utilizes faith and sound health science. The NBCI Clinical Trials Education Awareness Participation Program (CTEAPP) is another groundbreaking initiative, housed under NBCI's Health Emergency Declaration (HED) NBCI has always and will continue to hold itself to the highest ethical standards while advocating clinical trials participation in our faith-based communities.





## NBCI CLINICAL TRIALS PROGRAM

The mission of the NBCI clinical trials program is to increase the representation of African Americans in clinical trials. It is imperative that African Americans participate in clinical trials to assure that our population receives the benefits of cutting-edge drug therapies and modern medicine.

CTEAPP is a critical component of our work in eliminating health disparities. NBCI seeks to educate our member churches and their congregants of the value, benefits, protections, and promise clinical trials can offer for participants. In doing so, NBCI itself must be assured of the protections and the appropriateness of clinical trial protocols. Therefore, we have adopted a set of core principles that will govern our decisions regarding involvement in any clinical trial.



## PRINCIPLES OF NBCI CTEAPP

- Principle 1 - There must be thorough education covering the potential risks and the benefits to patients in any clinical trial.
- Principle 2 - Participants must be assured of an easy process for reporting serious life threatening or non-life-threatening side effects and acceptable emergency procedures for receiving care in a timely manner.
- Principle 3 - NBCI will advocate for patient participation in clinical trials with investigators who have been trained in Good Clinical Practice regulations, ethics, and cultural competence.
- Principle 4 - There must be adequate indemnification by the sponsor, legal safeguards for program participants, and host agencies addressing liability issues for the test product and the trial.
- Principle 5 - NBCI requires that there be adequate resources to launch and sustain a church/community-based awareness program regarding all aspects of the trial.
- Principle 6 - All agreements must be in writing with proper legal review by involved parties. There must be sufficient budgetary commitment to the trial facilitators as well as partners and participants depending on the nature of the clinical trial.
- Principle 7 - NBCI must be assured of adequate resources for completion of the clinical trial and for reporting the knowledge of benefits and risks for diverse populations participating in the trial

# NBCI 2021 AND SUCCESSES



## CLINICAL TRIAL LECTURE TOURS

NBCI hosted experts in clinical research to discuss the importance of diversity and representing African American and Latino communities in clinical trials.

## INTERACTIVE CLINICAL TRIALS BOOKLET

The goal of the NBCI Interactive Clinical Trials Booklet is to improve the health outcomes of the African American community by making African Americans aware of the critical features, benefits, and challenges of clinical trials.

## COMPLETION OF CLINICAL TRIAL VIDEO SCRIPTS

NBCI has developed scripts to produce videos on "Introduction to Clinical Trials," "Safeguards for Clinical Trial Participants," and "Benefits of Participating in Clinical Trials"

## NBCI MOBILE CLINICAL TRIAL PAVILION

NBCI developed a mobile pavilion with clinical trial facts and principles for every community to visit with their family.

## NBCI CLINICAL TRIAL FIELD TRIPS

We are engaged in an all-out, 14-city initiative to motivate African Americans to participate in clinical trials by giving them an opportunity to go on a field trip to speak to clinical researchers.

## NBCI CLINICAL TRIAL ONLINE WEB PORTAL

NBCI developed an online web portal housing information on clinical trials that is culturally competent and designed for African Americans.

## UPCOMING ACTIVITIES

- Creation of NBCI African American and Latino-based Clinical Trial Initiative promoting clinical trial education in both communities
- Institute an annual discussion on the importance of African American and Latino researchers working together to close gaps in clinical trial recruitment
- Plan fall and spring clinical trials fairs - one in Houston, Texas and one in the Bronx, New York
- NBCI partnering with Dr. Sandoval and the Emerson Clinical Research Institute to promote clinical trials to African American and Latino communities

# WHAT IS IN STORE IN 2022



## CONTINUED CLINICAL TRIAL LECTURE TOURS

**Dr. Ted W. Love, MD**

The Role of a Pharmaceutical President in Encouraging African Americans to Participate in the Development of Drugs and Therapies that Directly Impact the African American Community

**Dr. Wayne A. I. Frederick, MD, MBA, FACS**

Multiple Myeloma and the Issues of African Americans Participating in Clinical Trials

**Dr. Keith C. Ferdinand, MD, FACC, FAHA, FASH, FNLA**

The Role of Cardiologists in Encouraging African Americans to Participate in Clinical Trials Concerning Heart Disease

**Dr. James E. K. Hildreth, MD, PhD**

The Role of an African American Medical Specialist and Expert in Encouraging More African Americans to Participate in Clinical Trials

**Dr. Patricia N. Whitley-Williams, MD, FAAP**

The Role of the Black Doctor in encouraging African Americans to Participate in Clinical Trials

**Dr. David M. Carlisle, MD, PhD, MPH**

The Role of African American Medical School Presidents in Encouraging African Americans to Participate in Clinical Trials

**COMPLETION OF  
ADDITIONAL CLINICAL  
TRIAL VIDEOS TO BE  
DISSEMINATED TO THE  
PUBLIC**

**FACILITATION OF  
CLINICAL TRIAL  
EDUCATION SESSIONS IN  
12 OTHER CITIES**

**CONTINUED NBCI  
MOBILE CLINICAL  
TRIAL PAVILION**

**LAUNCH OF NBCI  
CLINICAL TRIAL  
FIELD TRIPS**

**LAUNCH OF NBCI  
CLINICAL TRIAL  
ONLINE WEB  
PORTAL**

# NCBI 2021 PROGRESS STATISTICAL SUMMARY



## SOCIAL MEDIA GROWTH

### Overall NBCI Facebook Stats:

People Reached from Mar-Sep – 490,000+  
Engagements from Mar-Sep – 54,000+  
Video Views from Mar-Sep – 3,100+

### Boosted Ads for Clinical Trial Videos and Live Lectures:

People Reached from Mar-Sep – 22,278  
Engagements from Mar-Sep – 3,646

### Promotion of NBCI Sweepstakes:

People Reached – 2,236  
Engagements – 84

## EDUCATIONAL SESSIONS

- NBCI hosted Clinical Trial Education Sessions in Bronx, New York and twice in Baltimore, Maryland
- Average in-person attendance - 35
- Average virtual attendance - 1,800
- Average total impact - 250,000

## CLINICAL TRIAL SURVEYS & LITERATURE



- Total clinical trial knowledge survey distributed - 12,903
- Average clinical trial knowledge surveys collected - 7,741
- Total Research Includes Me literature disseminated - 6,000