



Janssen-NBCI

**National Clinical Trials Strategy
Plan Monthly Results**



NOVEMBER

November 2022

Number of Lectures Hosted	1	
Average Number of Attendees per Lecture Hosted	487	
Number of Educational Sessions Per City	6	
Average Number of Educational Sessions Attendees Per City	2 4	
Number of Surveys Distributed at Educational Sessions	8,765	
Statistical Breakdown at Educational Sessions	23	
Number of Completed Surveys at Educational Sessions	4,598	

Social Media Numbers

YouTube

November 1 - November 31

In November, people watched your videos 20,896 times

187% more than Oct 3 - 31, 2022

Subscribers +2

71% less than Oct 3 - 31, 2022

Watch time (hours) - 652.2

192% more than Oct 3 - 31, 2022

Average view duration

9:03

Traffic source (Impressions - How many times your video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.)

Impressions - 4.4K (85.0% from YouTube recommending content)

YouTube recommending your content - 85.0%

Recommended on homepage - 71.6%

Recommended on watch page - 13.4%

Mother and Daughter Talk About the Importance of African American Participation in Clinical Trials

Published - Jun 2, 2022

Watch time (hours) - 0.0

Views - 3

Average view duration - 0:24

Impressions - 33

Impressions click-through rate - 6.1%

CO-OP City Baptist Church CTEAPP Educational Session sponsored by NBCI

Published - Aug 9, 2021

Watch time (hours) - 0.0

Views - 1

Average view duration - 0:08

Impressions - 0.0

Impressions click-through rate - 0.0%

Viewers seeking your content /
Other - 15.0%

Views from impressions - 22

Watch time from impressions (hours)
- 3.32

Impressions click-through rate - 0.5%

Direct or unknown - 0.3%

Suggested videos - 0.0%

Browse features - 2.8%

YouTube search - 0.1%

External - 96.8%

Others - 0.0%

Facebook

**National Black Church Initiative -
NBCI (new)**

November 1 - November 30

94 Minutes viewed

Down 78.9% from previous 30 days

14 1-minute video views

Down 70.2% from previous 30 days

270 3-second video views

Down 42.6% from previous 30 days

4 Video engagement

Down 89.2% from previous 30 days

6 Net followers

Down 40% from previous 30 days

See how your different types of posts are
performing

Organic 100%

Paid 0%

Posted 84.9%

**African Americans Talk About the Importance of Clinical Trials Participation -
Deshaun and Vera (Register today at tinyurl.com/329hw2uu in advance of
webinar with Dr. Martha A. Dawson)**

Published - Tue Jul 26, 4:57pm

3-second video views: 1

1-minute video views: 1

Minutes viewed: 4

Average minutes viewed: 0:13

Engagement (Reactions, comments and shares): 0

People reached: 29

**NBCI and the Clinical Trials Educational Mobile Pavilion was at Greater Piney
Grove Baptist Church in Atlanta, Saturday, February 26th to promote African
American participation in clinical trials and educate the community on its' value.**

Published - Mon Feb 28, 2:19pm

3-second video views: 12

15-second video views: 3

1-minute video views: 0

Minutes viewed: 2

Average minutes viewed: 0:07

Engagement (Reactions, comments and shares): 1

People reached: 17

<p>Crossposted 3.84% Shared 11.3%</p> <p>Followers 38.1% Non followers 61.9%</p> <p>Live 0% Video 100%</p>		<p>NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA Published - Sat Mar 26, 11:08am 1-Minute video views: 1 3-second video views: 10 Minutes viewed: 3 Average minutes viewed: 0:16 Engagement (Reactions, comments and shares): 0 People reached: 10</p> <p>Rev. Evans' Greater Exodus Baptist Church, Philadelphia CTEAPP Distribution Event Published - Fri Jan 28, 4:14pm 1-Minute video views: 1 15-second video views: 1 3-second video views: 7 Minutes viewed: 2 Average minutes viewed: 0:18 Engagement (Reactions, comments and shares): 0 People reached: 13</p> <p>NBCI Introduces Its New Clinical Trials Educational Pavilion (Baltimore, MD) (In advance of webinar with Dr. Martha A. Dawson) Published - Tue Jul 26, 2021 4:40pm 1-minute video views: 0 15-second video views: 3 3-second video views: 7 Minutes viewed: 2 Average minutes viewed: 0:11 Engagement (Reactions, comments and shares): 0 People reached: 13</p>
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NBCI and the Clinical Trials Educational Mobile Pavilion was at Greater Piney Grove Baptist Church in Atlanta Saturday February 26th

Published - Mon Feb 28, 2:19pm

1-Minute video views: 0

15-second video views: 3

3-second video views: 11

Minutes viewed: 2

Average minutes viewed: 0:11

Engagement (Reactions, comments and shares): 1

People reached: 17

NBCI Presents the Clinical Trials Educational Pavilion in Charlotte, NC

Published - Mon Jun 20, 3:15pm

1-Minute video views: 1

15-second video views: 2

3-second video views: 3

Minutes viewed: 1

Average minutes viewed: 0:13

Engagement (Reactions, comments and shares): 0

People reached: 11

Understanding Clinical Trials and Sickle Cell Disease

Published - Fri Sep 23, 12:07pm

1-Minute video views: 0

15-second video views: 2

3-second video views: 9

Minutes viewed: 1

Average minutes viewed: 0:12

Engagement (Reactions, comments and shares): 0

People reached: 22

A Historic Analysis of Medical Abuses and Promises of the Future

Published - Fri Oct 7, 1:31pm

1-Minute video views: 0

15-second video views: 2

3-second video views: 4

Minutes viewed: 1

Average minutes viewed: 0:12

Engagement (Reactions, comments and shares): 0

People reached: 13

NBCI Presents the Clinical Trials Educational Pavilion in Charlotte, NC

Published - Mon Jun 20, 3:25pm

1-Minute video views: 0

15-second video views: 1

3-second video views: 4

Minutes viewed: 1

Average minutes viewed: 0:10

Engagement (Reactions, comments and shares): 0

People reached: 8

Co-Op City Baptist Church CTEAPP Educational Session sponsored by NBCI

(Register today at tinyurl.com/329hw2uu in advance of webinar with

Dr. Martha A. Dawson)

Published - Jul 27, 2022

1-minute video views: 2

15-second video views: 0

3-second video views: 4

Minutes viewed: 1

Average minutes viewed: 0.02

Engagement: 0

People reached: 4

The Role of African American Physicians to Enroll African Americans in Clinical Trials - Dr. Patricia Whitley-Williams

Published - May 26 2022, (11:40am)

1-minute video views: 0

15-second video views: 1

3-second video views: 6

Minutes viewed: 1

Average minutes viewed: 0:08

Engagement: 2

People reached: 20

Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/

Dr. Fabian Sandoval Published - 03/29/2022 8:00 PM

1-minute video views: 0

15-second video views: 1

3-second video views: 4

Minutes viewed: 0

Average minutes viewed: 0:05

Engagement: 1

People reached: 21

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

Published - 11/23/2021 (11:02)

1-minute video views: 0

15-second video views: 1

3-second video views: 3

Minutes viewed: 0

Average minutes viewed: 0:11

Engagement: 0

People reached: 10

Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials Published - Fri Jan 28, 6:50pm

1-minute video views: 0

15-second video views: 1

3-second video views: 3

Minutes viewed: 0

Average minutes viewed: 0:01

Engagement: 0

People reached: 20

Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials Published - Jul 20, 2021

1-minute video views: 0

15-second video views: 0

3-second video views: 1

Minutes viewed: 0

Average minutes viewed: 0:01

Engagement: 0

People reached: 1

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

Published - Jan 27, 2022 6:46 PM

1-minute video views: 0

15-second video views: 0

3-second video views: 2

Minutes viewed: 0

Average minutes viewed: 0:04

Engagement: 1

People reached: 8

<p>Facebook National Black Church Initiative (Old) November 1 - November 30</p> <p>2 Minutes viewed Down 89% from previous 31 days</p> <p>0 1-minute video views Down 100% from previous 31 days</p> <p>11 3-second video views Down 77.1% from previous 31 days</p> <p>0 Video engagement Down 0% from previous 31 days</p> <p>5 Net followers Up 100% from previous 31 days</p> <p>See how your different types of posts are performing Organic 100% Paid 0%</p> <p>Posted 94.7% Crossposted 0%</p> <p>Shared 5.28% Followers 31.6% Non followers 68.4%</p> <p>Live 0% Video 100%</p>		<p>A Historic Analysis of Medical Abuses and Promises of the Future Published - Fri Oct 7, 1:31pm 3-second video views: 1 15-second video views: 0 1-minute video views: 1 Minutes viewed: 0:35 Average minutes viewed: 0:11 Engagement (Reactions, comments and shares): 1 People reached: 17</p> <p>Understanding Clinical Trials and Sickle Cell Disease Published - Fri Sep 23, 12:07pm 3-second video views: 1 15-second video views: 0 1-minute video views: 0 Minutes viewed: 0:07 Average minutes viewed: 0:11 Engagement (Reactions, comments and shares): 1 People reached: 1</p> <p>NBCI Clinical Trials Education, Awareness and Participation Program (CTEAPP) Educational Session Published - Jun 12, 2021 3-second video views: 1 15-second video views: 0 1-minute video views: 0 Minutes viewed: 0:07 Engagement (Reactions, comments and shares): 1 People reached: 1</p>
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Number of Three-Question Surveys Distributed per City	8,945	
Number of Three-Question Surveys Completed	4,901	
Number of Email Blasts Sent	17,987	
Number of Emails Collected	0	
Number of Emails Collected from Promotional Giveaways Campaign	0	
Number of Clinical Trials Sent Per City	268	



Reach

Export

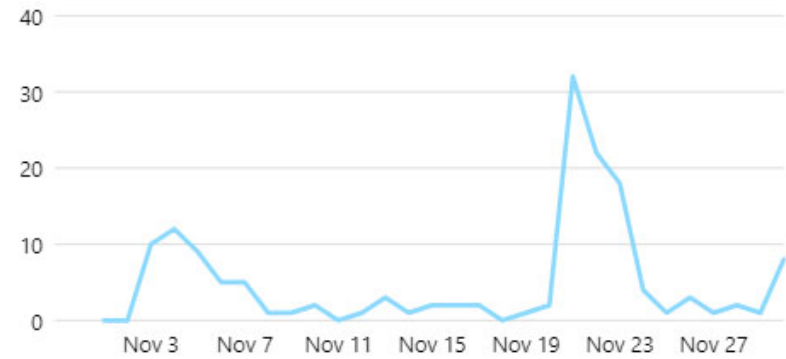
Facebook Page reach ⓘ

985 ↓ 9.9%



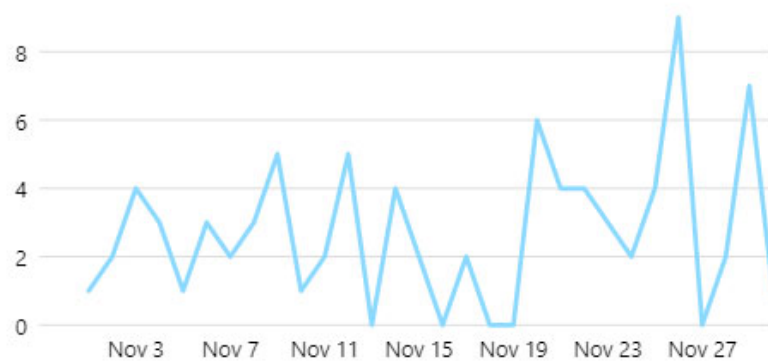
Instagram reach ⓘ

85 ↑ 19.7%



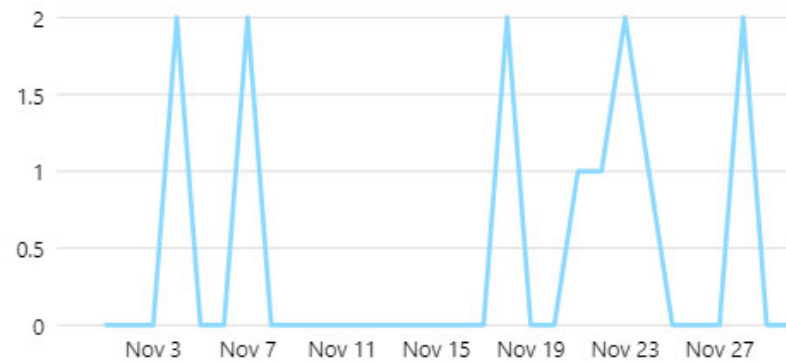
Facebook Page visits ⓘ

82 ↓ 12.8%



Instagram profile visits ⓘ

13 ↑ 8.3%

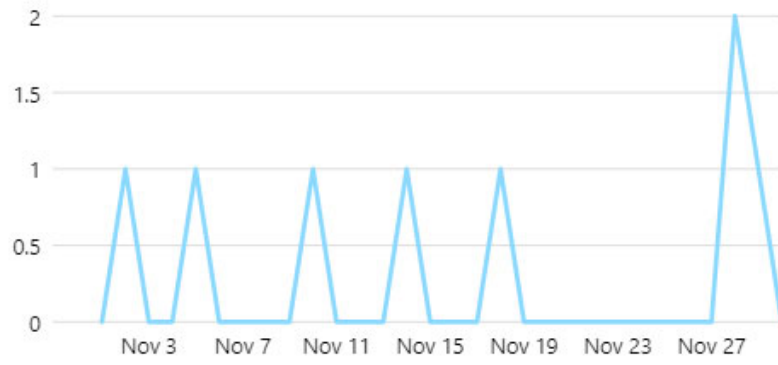


New likes and follows

Export

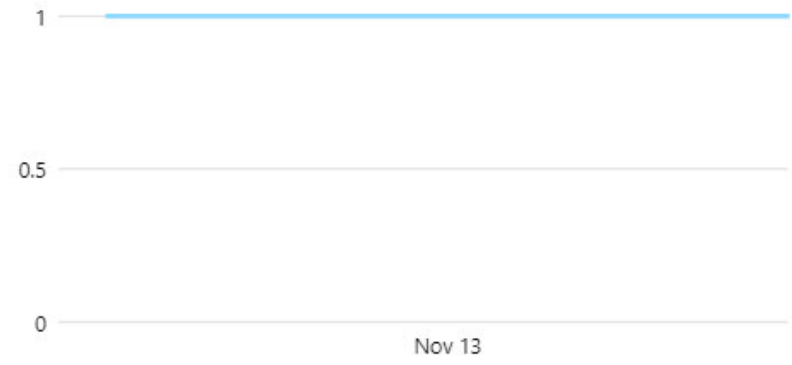
Facebook Page new likes ⓘ

8 ↓ 11.1%



New Instagram followers ⓘ

3 ↓ 83.3%





Results

Paid reach ⓘ

0.0%

Facebook Page reach ⓘ

44 ↓ 34.3%

Facebook Page visits ⓘ

61 ↑ 5.2%



Facebook Page new likes ⓘ

4 ↑ 100%

