

## Health Equity & Community Engagement

48491

### Development of Marketing Materials for the NJACTS Integrating Special Populations Core

Jessica Zhu<sup>1</sup> and Natalia L. Herman<sup>2</sup><sup>1</sup>Rutgers University - Ernest Mario School of Pharmacy and <sup>2</sup>Rutgers University

**ABSTRACT IMPACT:** The development of marketing materials such as flyers and brochures will ultimately be used to promote integration of special populations who are traditionally underrepresented into research by informing and attracting scholars and investigators of available consultative and analytic services that are provided by the ISP Core staff. **OBJECTIVES/GOALS:** The development of informative and memorable marketing materials is to increase awareness of the ISP Core and its service functions to help with the integration of special populations, as well as promoting scholar and investigator use of these services. **METHODS/STUDY POPULATION:** After assessing how many CTSA hubs market their ISP services, a flyer and brochure were developed using Adobe InDesign to include information commonly found on CTSA hubs. Flyers and brochures were chosen because they make information physically available outside of a website and be sent to email listservs, making it possible to reach more scholars and investigators. The marketing materials will contain sections to explain the purpose of NJACTS and the ISP Core, list related special populations and available service functions, introduce the ISP Core leadership team, provide examples of past consulting work and contact information for investigators to request service consultations. Flyers will be emailed digitally to listservs and distributed physically along with printed tri-fold brochures to investigators. **RESULTS/ANTICIPATED RESULTS:** The primary anticipated result from the development of marketing materials include an increased awareness and utilization of ISP Core services and an increased inclusion of special populations in research with NJACTS. The impact of these marketing materials maybe assessed by providing investigators with a short survey when ISP services are requested, which will ask how investigators learned about ISP and its services. **DISCUSSION/SIGNIFICANCE OF FINDINGS:** Through the work of creating physical marketing materials, the ISP Core will have a method to effectively distribute information about its services, ultimately promoting investigators at all stages to integrate special populations into their research.

58896

### Feasibility of a Parent Navigator Program for Parents of Justice-Involved Youth

Allyson L. Dir, Sarah Wiehe and Matthew C. Aalsma  
Indiana University School of Medicine

**ABSTRACT IMPACT:** Development and implementation of a parent navigator program to help parents of justice-involved youth could assist parents in navigating the justice system, improve engagement with court and probation, and ultimately improve outcomes for youth involved in the juvenile justice system **OBJECTIVES/GOALS:** The goals of the study are to (1) develop a parent-peer navigator program utilizing community-based participatory design; and (2) implement and assess the feasibility of a parent peer navigator

program in an urban juvenile justice system. **METHODS/STUDY POPULATION:** The EPIS framework will guide development and implementation of the navigator program as well as measurement of the implementation process, including measurements of feasibility and acceptability. In the Exploration phase, qualitative interviews with juvenile justice staff, parents of justice-involved youth, and members of the local family advisory board will inform program needs. In the preparation stage, I will work closely with the family advisory board to develop the actual parent navigator program protocol, including a training plan for navigators and their specific roles. I will conduct an open trial in the implementation phase, measuring program feasibility and acceptability among parents, navigators, juvenile justice staff, parents, and youth utilizing mixed methods. **RESULTS/ANTICIPATED RESULTS:** Results will inform feasibility of implementing the program as well as acceptability of the program based on mixed methods data from parents of justice-involved youth, juvenile justice staff, family advisory board members, and other community stakeholders. Results will potentially inform conduct of a larger scale pilot hybrid implementation-effectiveness study. **DISCUSSION/SIGNIFICANCE OF FINDINGS:** Development and implementation of a parent navigator program to help parents of justice-involved youth could assist parents in navigating the justice system, improve engagement with court and probation, and ultimately improve outcomes for youth involved in the juvenile justice system.

89590

### A multi-theoretical analysis of the design, implementation and outcomes of The Greater Rochester LARC Initiative to prevent unintended teen pregnancy

C. Andrew Aligne, MD, MPH<sup>1</sup>, Jessica L. VanScott, MPH<sup>1</sup>, Reza Yousefi-Nooraie, PhD, MSc<sup>2</sup>, Katherine Blumoff Greenberg, MD<sup>3</sup> and Rachael H. Phelps, MD<sup>1</sup>The Hoekelman Center, Department of Pediatrics, University of Rochester School of Medicine and Dentistry, <sup>2</sup>Department of Public Health Sciences, University of Rochester School of Medicine and Dentistry and <sup>3</sup>Departments of Pediatrics and Obstetrics/ Gynecology, University of Rochester School of Medicine and Dentistry

**ABSTRACT IMPACT:** This study provides insights on how to replicate a successful initiative for preventing unintended teen pregnancy. **OBJECTIVES/GOALS:** Reducing unintended teen pregnancy is a national health priority, and a recommended strategy is to increase awareness and availability of long-acting reversible contraception (LARC). The Rochester LARC Initiative did this, and teen LARC use rose from 4% to 24%. The goal of this study is to determine key elements for replicating the intervention. **METHODS/STUDY POPULATION:** Our initiative used an innovative approach we call 'community detailing' to deliver education about LARC to adults working with teens. We analyzed the intervention goals, design components, implementation strategies, and public health outcomes. Our analysis was informed by the CDC model for Promoting Science-Based Approaches to Teen Pregnancy Prevention Using Getting to Outcomes (PSBA-GTO), Diffusion of Innovations, and RE-AIM framework for implementation outcomes. We compared our model with characteristics of LARC-promotion efforts, as well as successful health education campaigns. We tabulated the components of our intervention across theoretical domains, aiming to determine essential elements of effective design, adaptation, and