

## “Community Engagement: The Key to Effective Recruitment and Retention of African American/Black and Latino Individuals to Research Studies”



**Date: Wednesday, June 17, 2026**

**Time: 11 am – 12 pm (ET)**

**Location: Zoom - [Registration Required](#)**



**Presenter:** Arnethea L. Sutton, PhD

Dr. Arnethea Sutton is an Assistant Professor in the Department of Kinesiology and Health Sciences and Assistant Director of Community Outreach and Engagement at the VCU Massey Comprehensive Cancer Center. She holds a PhD from Virginia Commonwealth University and completed a T32 postdoctoral fellowship in cancer prevention and control at VCU. As Principal Investigator of the CARES (Cancer Advocacy and REsearch in Survivorship) lab, her research is funded by a K99/R00 from the National Cancer Institute and a Jeffress Trust Award, and focuses on community and clinic-based interventions to address health disparities in underserved populations.

**Description:** This session covers community engagement strategies for recruiting and retaining Black/African American and Latino individuals in research. Topics include U.S. race and ethnicity definitions, effective recruitment methods, and creative approaches to retention and community trust-building.

**Learning Objectives:** At the conclusion of this presentation, the learner will be able to:

- Define community engagement
- Recall how race and ethnicity are defined in the U.S.
- Identify effective methods to recruit Black/African American and Latino individuals to research studies.
- Discuss creative strategies to retain Black/African American and Latino individuals to research studies.

**JTF Competencies: #2 – Ethical and Participant Safety Considerations; #5 – Study and Site Management; #8 – Communication and Teamwork**

*CE: 1.0 CE credit hour for SOCRA CCRP Renewal. **Only SOCRA members participating in 90% of the virtual meeting will receive Certificates of Attendance.** The Society of Clinical Research Associates ([SOCRA](#)) accepts documentation of candidate participation in continuing education programs for re-certification if the program is applicable to clinical research regulations, operations or management, or to the candidate's clinical research therapeutic area.*

***Please share this announcement with your colleagues. SOCRA members and non-members are welcomed!***

**Central Virginia SOCRA Chapter Chair:** Shirley Helm, MS, CCRP

**[email: cctrsocra@vcu.edu](mailto:cctrsocra@vcu.edu)**