



Janssen-NBCI

**National Clinical Trials Strategy
Plan Monthly Results**



MAY

2022

	May 2022	Actual Data
Number of Lectures Hosted	0	
Average Number of Attendees per Lecture Hosted		
Number of Educational Sessions Per City	1	
Average Number of Educational Sessions Attendees Per City	20	
Number of Surveys Distributed at Educational Sessions		
Statistical Breakdown at Educational Sessions		
Number of Completed Surveys at Educational Sessions		
Social Media Numbers		

YouTube

May 1 - May 31

**In May, people watched your videos
6,575 times**

5.0K more than usual

Subscribers +6

126% more than Mar 31 – Apr 30,
2022

Watch time (hours) - 206.5

56.5 more than usual

Average view duration

2:05

Impressions

18.0K 58% more than Mar 2 – 31,
2022

64.5% from YouTube recommending
your content

Impressions click-through rate - 0.9%

**The Role of African American
Physicians to Enroll African
Americans in Clinical Trials**

Published - May 26, 2022

Views - 219 (182 more than usual)

Watch time (hours) - 6.4 (5.4 more
than usual)

Average view duration - 1:24 (1.9%
Average percentage viewed)

Impressions - 26.6K (*Total number of
times your video thumbnail was
shown to viewers since the video was
published.*)

Impressions click-through rate - 0.4%

**NBCI Presents the Clinical Trials
Educational Pavilion in Atlanta, GA**

Published - Mar 24, 2022

Views - 32 (2.9%)

Watch time (hours) - 0.0 (*100% less
than Mar 31 – Apr 30, 2022*)

Average view duration - 0:04

Impressions - 556 (*75.9% from
YouTube recommending your content*)

Impressions click-through rate -

Facebook

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

April 1 - April 30

626 Minutes viewed

Up 70.6% from previous 31 days

36 1-minute video views

Up 38.5% from previous 31 days

1.2K 3-Second Video Views

Up 361% from previous 31 days

23 Video engagement

Down 4.17% from previous 31 days

6 Net followers

Up 0% from previous 31 days

**See how your different types of posts
are performing**

Organic 100%

Paid 0%

NBCI Presents the Clinical Trials

Educational Pavilion in Atlanta, GA

Published - 03/26/2022 3:07 PM

Total Minutes Viewed: 19

1-Minute Video Views: 4

3-Second Video Views: 95

Engagement: 5

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

Published - 01/27/2022 7:09 PM

People reached:

Total Minutes Viewed: 19

1-Minute Video Views: 1

3-Second Video Views: 75

Engagement: 0

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

Published - 02/28/2022 7:09 PM

Total Minutes Viewed: 15

1-Minute Video Views: 1

3-Second Video Views: 39

Engagement: 1

Facebook

National Black Church Initiative (Old)

April 1 - April 30

75 Minutes viewed

Up 728% from previous 31 days

10 1-minute video views

Up 400% from previous 31 days

259 3-Second Video Views

Up 1627% from previous 31 days

4 Video engagement

Up 100% from previous 31 days

3 Net followers

Up 200% from previous 31 days

See how your different types of posts are performing

Organic 100%

Paid 0%

Posted 99.6%

Crossposted 0%

Number of Three-Question Surveys Distributed per City

Number of Three-Question Surveys Completed

In advance of the Clinical Trials Pavilion coming to Atlanta, Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval, CEO & Research Director.

Published - 02/24/2022 8:00 PM

Minutes viewed - 2

1-minute video views - 0

3-Second Video Views - 4

Engagement - 0

NBCI Clinical Trials Education, Awareness and Participation Program (CTEAPP) Educational Session

Published - 06/12/2021 12:11 PM

Minutes viewed - 0

1-minute video views - 0

3-Second Video Views - 2

Engagement - 0

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

Published - 02/24/2022 8:00 PM

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 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%



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%



The NBCI Mobile Clinical

Trial Pavilion



SATURDAY, MAY 28 AT
NOON

Friendship Missionary Baptist Church

3400 Beatties Ford Rd
Charlotte, NC 28216

*Rev. Dr. Clifford A. Jones, Sr
Senior Pastor*



NBCI MOBILE CLINICAL TRIAL PAVILION: NBCI has developed a mobile pavilion with clinical trial facts and principles for every community to visit with their family.

What is a Clinical Trial?

A clinical trial will tell us whether a new work—the only way to find the best way to conduct an experiment. A clinical trial is also called a study. It is designed to investigate potential new medicines and treatments.



For more information
contact Rev. Evans
dcbci2002@gmail.com
202-507-2707

What do you know about the Tuskegee Experiment and Henrietta Lacks?

The Tuskegee Experiment happened in 1932, when the Public Health Service (the forerunners to the Centers for Disease Control and Prevention) withheld treatment for syphilis from African American males to study the disease.

In the 1950s, Johns Hopkins University took cancerous cells from Henrietta Lacks, an African American woman, and used the cells for research without her knowledge.



The NBCI Mobile Clinical

Trial Pavilion

**SATURDAY, MAY 21 AT
NOON**

**Hartford Memorial Baptist Church
18700 James Couzens Fwy
Detroit, MI 48235**

Rev. Charles Christian Adams, Pastor



NBCI MOBILE CLINICAL TRIAL PAVILION: NBCI has developed a mobile pavilion with clinical trial facts and principles for every community to visit with their family.

What is a Clinical Trial?

A clinical trial will tell us whether a new...
work—the only way to find th...
conduct an exper...
A clinical trial is also called...
study. It is designed to inv...
potential new medicines a



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African American males to study the disease...
In the 1950s, Johns Hopkins University tog...
Generous cells from Henrietta Lacks, an...
American woman, and used to...
Research without her





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124

Reach

5,281

Cost Per Event Response

\$2.17

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Event Responses



Post Engagement



Post Reactions



Link Clicks



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Audience

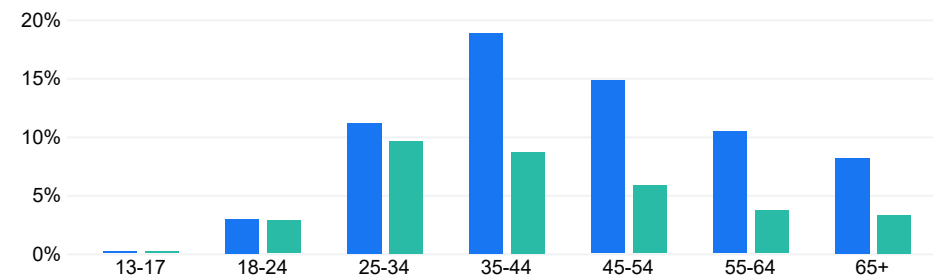
This ad reached 5,281 people in your audience.

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[Locations](#)

66.2% Women 33.8% Men





Audience Details

Only the person who created this ad can see audience details.

Details

Goal
Increase Awareness

Total budget
\$300.00

Duration
16 days

See All

Preview

Emmy award winning Telemundo TV host Dr. Fabian Sandoval, CEO & Research Director, will be presenting NBCI's FIFTH Clinical Trials Lecture Tour. Dr. Sandoval has over 25 years of bench to bedside research experience. His diversified research career has been in academia, healthcare systems and the public sector. Webinar ID: 812 8808 1656 Passcode: 201949 REGISTER TODAY!

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