EMBRACE Network

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ECRI has launched the **EMBRACE Program (Empowering Individuals 55+ by Bringing Research Awareness through Community Engagement)** to address health disparities among underserved older adults in clinical research participation.

The program has created a community network in partnership with senior living facilities and senior community centers across Los Angeles County. This network serves as a platform to bring research awareness, education, and opportunities directly to older adults, particularly those from English, Spanish, Russian, Korean, and Farsi-speaking communities aged 55 and above.

Through a trusted network of 18 senior living, 8 community centers, and 1 third party senior service across Los Angeles County, EMBRACE is opening doors for research teams to connect with older adults in ways that were not possible before. This community-based infrastructure is more than a resource, it is a platform for innovation in recruitment, engagement, and inclusion of seniors in research.

If you are a **Principal Investigator, research coordinator, or study sponsor** seeking to recruit older adults EMBRACE offers a proven engagement model and a curated participant registry.

We support studies by:

- Recruiting via the EMBRACE network
- On-site research study presentations
- Multilingual, culturally tailored outreach
- Development of outreach materials
- Collection of community feedback

Who We Engage

- Individuals aged 55+
- English, Spanish, Russian, Korean, and Farsi-speaking communities
- Participants from African American, Latino, Korean, Persian, and other backgrounds

Consultations are required for all study collaboration or grant requests. To discuss feasibility and support options, please contact us at: **EMBRACEProgram@mednet.ucla.edu**

FAQs:

General Information on EMBRACE Recruitment

Who can use EMBRACE recruitment services?

UCLA researchers interested in recruiting older adult populations may request a consultation with the EMBRACE team. IRB approval is not required at the time of inquiry.

How does EMBRACE support recruitment?

We use our network to deliver in-person education sessions on study opportunities, distribute multilingual materials, and connect interested participants to active studies. We also provide support with IRB language for submissions and can assist with updating flyer materials to ensure they are appropriate for the target population.

What types of studies are eligible for EMBRACE recruitment?

We support studies that are appropriate for community-based recruitment, including observational, clinical, and behavioral studies focused on aging, cognition, mobility, chronic disease, and wellness.

Study Team Onboarding, Process & Cost

What is the process to request support from EMBRACE?

All projects begin with a consultation. We'll assess feasibility, recruitment needs, and determine if your study aligns with our network.

Are there fees associated with EMBRACE recruitment services?

Depending on the level of support and number of sites involved, some services may require cost recovery. An estimate is provided post consultation.

What do you need from study teams to get started?

We will need your protocol or study proposal draft, your target recruitment cohort which includes inclusion/exclusion criteria, and timeline.

Can EMBRACE be added to an existing IRB or sponsor agreement?

Yes. We can provide sample language post consultation.

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