



UC DAVIS HEALTH

MIND INSTITUTE

Collaborative Partnerships for Community-Driven Webinar Development and Delivery To Advance Translation Impact

UC DAVIS HEALTH

Clinical and Translational Science Center

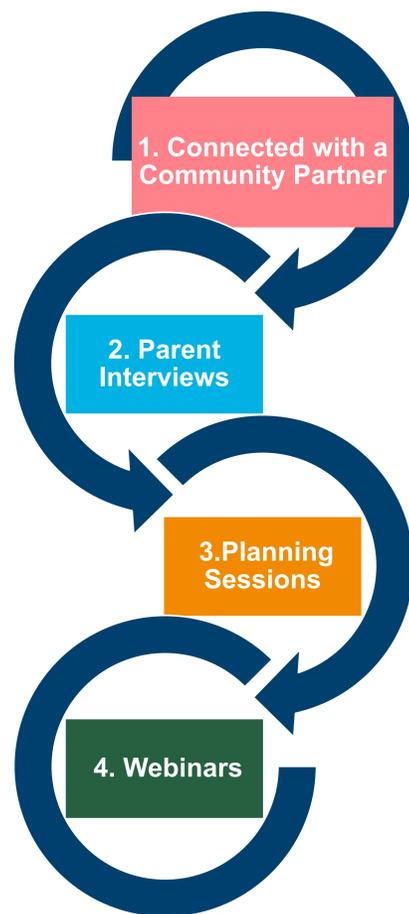
Gloria Zavala Perez, M.P.H, UC Davis Clinical and Translational Science Center, Kathleen Angkustsiri, M.D., M.A.S, Department of Pediatrics, UC Davis Clinical and Translational Science Center and UC Davis MIND Institute, Lindsey Garcia, 22q Family Foundation, Silvia Molina, M.P.H., UC Davis Clinical and Translational Science Center

Introduction

The Clinical and Translational Science Center's (CTSC) Community and Collaborator Engagement (CCE) Program partnered with the UC Davis MIND Institute and the 22q Family Foundation to develop a three-part Facebook webinar series designed to communicate current scientific knowledge directly to families affected by 22q11.2 deletion syndrome (22qDS).

This webinar series was organized in response to feedback from parents attending the yearly 22q Worldwide Awareness Day at the Zoo, who identified a need for increased educational programming and to access condition-specific information. The CTSC staff observed that effectively disseminating research and clinical findings to individuals with lived experience remains a persistent challenge, limiting the real-world translational impact of academic research on families and communities.

Methods



Results

Connected with a Community Partner

- Partnered with an internationally recognized organization 22q Family Foundation.

"Sharing a collaborative experience with medical professionals who truly saw our community, listened to our needs, and helped bring supportive education to life was incredibly rewarding." –Lindsey Garcia from 22q Family Foundation

Parent Interviews

- Strong preference for quarterly webinars
- Full-day and in-person events not feasible due to the diverse care needs of children and adolescents with 22qDS
- Importance of accessible, flexible, and virtual formats

Planning Sessions

- Three themes emerged from the topics the parents provided.
- Used to outline the three topics for the sessions
- Each webinar featured two speakers, one from the UC Davis MIND Institute and one from the 22q Family Foundation, and a Q&A segment.
- Flyers were tailored in plain language for nonacademic audiences (see Figure 1).
- Series was chosen to take place on Sundays and streamed through Facebook.
- 22q Family Foundation has historically strong attendance on Sunday webinars
- 22q Family Foundation and the UC Davis MIND Institute have a strong Facebook presence, and it maximized accessibility and reduced technological barriers.

Webinars

- Attendance started at **200** and reached **2,000 participants** by the final session.
- All sessions were recorded and uploaded to YouTube garnering more than **200 views**.

Lessons Learned

When creating webinars investigators are encouraged to:

- Demonstrate audience awareness and engage in active listening
- Tailor information delivery to audience preferred formats
- Adapt complex materials to be accessible, meaningful, and relatable to diverse audiences, especially those with lived experiences
- Reflect and adjust to audience needs and priorities

When working with community partners investigators are encouraged to:

- Attend to community partner input and capacity constraints
- Clearly convey institutional expectations and graphic guidelines
- Collaborate on all final decisions together
- Respect partners' time and nontraditional work hours
- Foster trust by maintaining open and transparent communication

Discussion

This collaborative, community-driven approach was intentionally designed to maximize translational impact by aligning scientific content with community-identified priorities and preferred modes of engagement. Through a collaborative process between an academic institution and a community-based organization, constitutes a reciprocal learning endeavor that strengthens bidirectional engagement and enhances the accessibility and relevance of academic knowledge.

Future Direction

To sustain and expand translational impact, an overview document summarizing each webinar and providing direct links to recordings will continue to be disseminated., an overview document summarizing each webinar and providing direct links to the recordings (see Figure 2) will continue to be disseminated.



Figure 1: Webinar Flyers



Figure 2: 22q Webinar Series Flyer



Scan QR for 22q Webinar Flyer