

National Institutes of Health (NIH)

All*of***Us**
RESEARCH PROGRAM

National Institutes of Health (NIH)

OPPORTUNITY

The National Institutes of Health created the *All of Us* Research Program to accelerate medical research, medical breakthroughs, and advance precision medicine. Wondros serves as the strategic communications, integrated marketing, and experience design partner for this transformative initiative.

APPROACH

Wondros brought the full breadth of our approach to launch the program in May 2018 and has continued to be the program's experience, marketing, and communications design partner.

We grounded our work with ecology modeling designed to understand the authentic needs, goals, and desires of our key audiences. We mobilized integrated marketing, creative storytelling, and user experience and analytics strategies to bring to life the value of this effort while engaging key communities and stakeholders.

With the goal of recruiting more than a million Americans, we developed and implemented cohesive, coordinated, and compelling marketing and communications efforts that inspired diverse audiences to participate. The core attributes of our approach:

- **Cohesive** in terms of strong brand attributes and a systematic approach to asset development and distribution.
Coordinated to enable the *All of Us* consortium of 100+ health provider organizations and partners to have a unified voice and the ability to learn from each other's efforts.
- **Compelling** content that adheres to the principles of human-centered storytelling.
Creative in how we design products and user experiences, deploy innovative and fresh community engagement strategies, and tell stories that provoke action.
- **Nimble** enough to adopt and adapt to shifting realities and appropriately scale efforts efficiently.
- **Measurable** in ways that matter most through data, experiential insights, and analytics that help shape strategy and inform decisions.

IMPACT

To date, Wondros has helped *All of Us* recruit and enroll more than 865,000 Americans in the program, 35% of whom represent racial and ethnic diversity, and 86% of whom are inclusive of populations underrepresented in biomedical research.

Behind these remarkable statistics is a national consortium of world-class health research organizations supported by Wondros' design research and integrated marketing strategies that help drive the public to participate, enroll, and remain actively involved in the *All of Us* Research Program — the largest, most diverse research program of its kind.

874k+
Core Participants

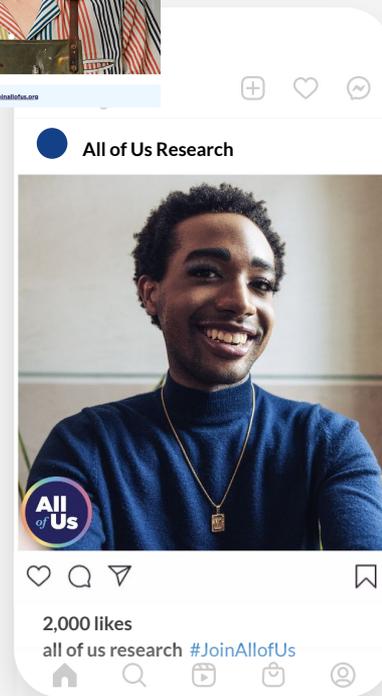
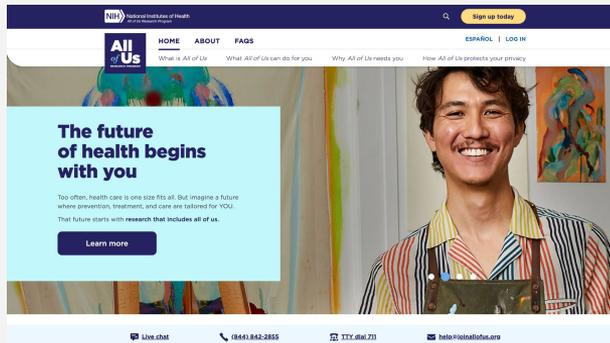
80%
UBR

50%
racial/ethnic
diversity

4x
the average
recruitment rate

6,400+
Researchers Enrolled

6,831+
Active Research
Projects



CAMPAIGN EVOLUTION

Earned Media

USA TODAY **BREAKING NEWS** Biden impeachment talks escalate as House Speaker Ke...

The All of Us Research Program has analyzed the genes of 150,000 Americans. The results are coming in.

Karen Weintraub
USA TODAY

Published 8:41 a.m. on 11 Dec 19, 2022

Michelle Anderson recently learned her body metabolizes medicines more slowly than average.

It was a small piece of information, but a "eureka" moment for Anderson, "not because it was a surprise, but because it was a validation of what I know about my body."

Now, when she gets a prescription, she said she feels empowered to tell her doctor that she'll likely need a low dose — not based on her own instincts, but because of what her genetics showed. "It gives you information that makes you somewhat of an equal playing field when you go to your doctor's office."

Anderson, 54, a "justly retired" registered nurse from Boston, said that's just one of the benefits she's received by participating in the federal **All of Us Research Program**.

The program, run by the National Institutes of Health, has analyzed the genes of about 150,000 volunteers, including Anderson.

All of Us
RESEARCH PROGRAM

Taking at least **8,200 steps a day** may lower risk for:

- Depression
- Sleep Apnea
- Acid Reflux
- Obesity
- Diabetes
- High Blood Pressure

8,200 Steps

*Thanks to the data that *All of Us* participants share, this study found new links between steps and a lower risk for depression, sleep apnea, and acid reflux.

Reference: Taylor, H., Annes, J., Hwang, S., et al. Association of Step Counts over Time with the Risk of Chronic Disease in the *All of Us* Research Program. *PLoS Med.* (2022). 19(12): e1004132.

Everybody's health tells a story.
What's yours?

"By participating in the *All of Us* Research Program, I am helping to shape health research. Health research hasn't always included people like me, but *All of Us* is changing that. By providing my health information to *All of Us*, I am also learning things about myself, like how my body responds to certain medications."
—Michelle, *All of Us* Participant

Be a part of health research that includes you.
JoinAllOfUs.org/Enroll

National Institutes of Health
All of Us
RESEARCH PROGRAM

Everybody's health tells a story.
What's yours?

"As a breast cancer researcher, I know firsthand that prevention, screening, and treatment options are not one-size-fits-all. A person's health care is impacted by their genes, as well as their environment and lifestyle. That's why inclusion and participation in health research—health care from all backgrounds and experiences—is important. It's also why I'm so excited about the *All of Us* Research Program. It offers an unprecedented opportunity to study include participants that are from historically underrepresented groups. And while researchers like me are using the data to power discovery, the real power is the diverse make-up of the many participants who have chosen to join and share their health information."
— Elizabeth Burdette, M.D., M.P.H., M.S.,
All of Us Research Program, Researcher
University of Wisconsin, School of Medicine and Public Health

Be a part of health research that includes you.
JoinAllOfUs.org/Enroll

National Institutes of Health
All of Us
RESEARCH PROGRAM

Social Media Ambassadors

Video

0:17 / 1:02

All of Us Research Program
Jan 7, 2023, 9:28 AM

Lisa Ling + All of Us
People in the Asian Am...
care, including financ...
... More

0:08 / 0:59

Mae C. Jamison, M.D.
Assistant Professor

All of Us Research Program
Feb 1, 2023, 10:00 AM

Adm. Rachel L. Levine, M.D.
Assistant Secretary for Health
Department of Health and Human Services

0:17 / 0:40

Chelsea Jackson Roberts

WHY SHOULD I JOIN?

You will be contributing to research that may improve health for everyone. Research may help develop:

- Better tests to see if people are sick or are at risk of getting sick.
- Better mobile apps to encourage healthy habits.
- Better medicine or information about how much of a medicine is right for each person as an individual.



HOW DO I JOIN?



Download the *All of Us* app

or



Visit our website

JOIN TODAY

JoinAllOfUs.org/UCSD
(123) 456-7890
alofus@ucsd.edu

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Stand out. Value your differences. We do.

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JoinAllOfUs.org/UCSD
(123) 456-7890
alofus@ucsd.edu

We're all different.

But when we visit the doctor, our treatments are often the same. We think one day health care should be tailored for you.

This is called precision medicine. And research can help us get there.

Precision medicine is health care that is based on each person.

It is made up of three factors:



ENVIRONMENT

Like where you live



LIFESTYLE

Like what you eat



BIOLOGY

Your genes and family history

The *All of Us* Research Program

The *All of Us* Research Program is a large research program. The goal is to help researchers understand more about why people get sick or stay healthy.

We want at least one million people to join. People who join will share information. This might be about their health, habits, and what it's like where they live. It might also be about family history and genes. We also want to know if you will want information about your DNA.

Researchers will use this information to do studies. This may help improve health for everyone.

WHAT KIND OF INFORMATION WILL I GIVE?

You will be asked to:



Take online surveys



Complete e-consents



Share your electronic health record (EHR)

You may be asked to:



Give blood and urine samples

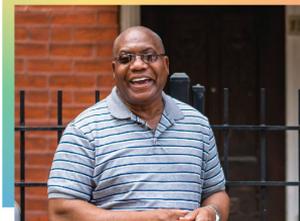


Have your physical measurements taken

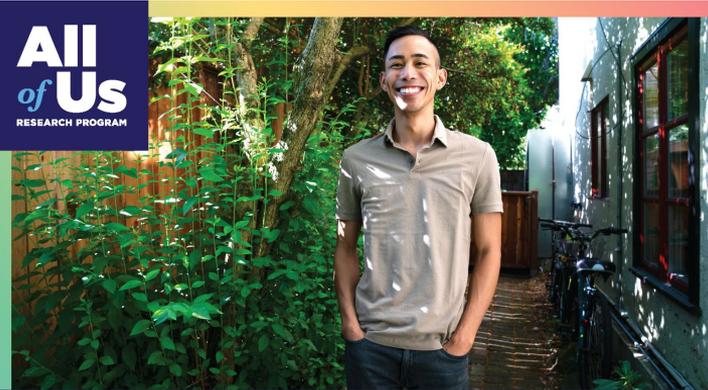


TOP 6 THINGS TO KNOW

1. Taking part is free, and won't cost you anything more than a little bit of your time.
2. All eligible adults in the United States can join. You can be involved in the program as much or as little as you like.
3. If you join, you will complete surveys, decide whether you want information about your DNA, safely share your medical records, and you may be asked to give a blood, urine, or saliva sample.
4. The program will last for at least 10 years; we hope you stay in it that long. You can choose to stop taking part at any time. If you do, your access to health care or treatment will not be affected.
5. The program is getting information from different people across the country. This will help researchers learn new things to make discoveries.
6. We use the latest technology to help keep your data private and safe.



Visit JoinAllOfUs.org/UCSD to learn more.



Everybody's health tells a story. What's yours?

When you enroll in the *All of Us* Research Program, you join an unprecedented effort to meet one goal: speed up health research.

Studying DNA is a key part of this effort. One side benefit of participating is that you can get your DNA results over time.

We expect this will include information about:

- Your genetic ancestry (where your family might have lived hundreds of years ago).
- Your genetic traits, such as why you might love or hate cilantro.
- Whether you may have an increased risk of developing certain serious health conditions.
- How your body might react to certain medications.
- Other health-related information.

To learn more and enroll:
JoinAllofus.org/UCSD
allofus@ucsd.edu
(123) 456-7890

All of Us and the All of Us logo are registered service marks of the U.S. Department of Health and Human Services.

What do I need to do to get my DNA results?

If you want your DNA results, your first steps are to:

- 1 Create an *All of Us* participant account and complete the **Consent to Join the All of Us Research Program** to participate in the program.
- 2 Agree to share your electronic health records (EHRs).*
- 3 Go through the **Consent to Get DNA Results** and tell us you want your DNA results.*
- 4 Complete **The Basics** survey.
- 5 When invited to do so, provide your blood or saliva samples.
- 6 Keep your email and/or mobile phone number up to date in your *All of Us* account.

*You can participate in *All of Us* without completing steps 2-4, but we generally will invite you to provide blood or saliva samples only if you have completed them. You need to provide a sample in order to get DNA results. We also encourage you to complete all of the surveys available in your account.

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A Member of **All of Us California**



Pop-Up Event

Thursday, March 7
10 a.m. to 3 p.m.

Friday, March 8
10 a.m. to 2 p.m.

Learn how you can be included in shaping the future of health care for you, your family, your community, and generations to come by joining us for an *All of Us* Research Program event.

To learn more and begin the enrollment process, visit JoinAllofus.org/UCSD.
This will ensure a visit time of about 30 minutes.

How do I take part?

- 1 Create an account
- 2 Give your consent
- 3 Agree to share your electronic health records
- 4 Complete the Consent to Get DNA Results
- 5 Answer health surveys
- 6 Have your measurements taken (height, weight, blood pressure, etc.) and give blood and urine samples, if asked

After completing these steps, you'll receive a \$25 gift card.

Location:

Jacobs Medical Center | 9300 Campus Point Drive | San Diego, CA 92037
Main Entrance Quad

Please RSVP or Contact Us:

(123) 456-7890
allofus@ucsd.edu

JoinAllofus.org/UCSD

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All of Us
PROGRAMA CIENTÍFICO



SEA **UNO** EN UN
MILLÓN

¿Qué es el Programa Científico All of Us?

El Programa Científico All of Us es un programa de investigación muy grande. Su meta es ayudar a los investigadores científicos a comprender mejor por qué las personas se enferman o permanecen saludables.

Esperamos que más de un millón de personas participen en All of Us. Las personas que participen compartirán información sobre su salud, sus hábitos y del lugar donde viven. Al buscar características en común, los investigadores científicos podrían aprender más acerca de los factores que afectan la salud de las personas.

El Programa Científico All of Us durará 10 años o más. Esto permitirá a los investigadores científicos estudiar la salud a lo largo del tiempo.

Si decide participar en el Programa Científico All of Us, estará ayudando a mejorar la salud de las futuras generaciones. También podrá aprender sobre su propia salud.



¿Por qué uno en un millón?

La clave del Programa Científico All of Us es la diversidad. Diversidad de personas, tipos de información y estilos de vida.

La atención médica podrá personalizarse cada vez más a medida que sepamos más sobre lo que hace únicas a las personas. Es por eso que estamos pidiendo que un millón o más de personas participen.



¿Por qué debo participar?

Es simple. Al participar, usted contribuirá a investigaciones científicas que podrían mejorar la salud de futuras generaciones. No hay nadie exactamente igual a usted. Su información de salud única podría ayudar a los investigadores científicos.

El futuro de la salud comienza con usted



¿Cómo participo?



Descargue la aplicación



Visite nuestra página de internet

Hay muchas formas de participar. Es posible que le pidan que:



Complete encuestas en línea



Complete los consentimientos



Comparta su registro electrónico de salud (EHR)



Dé muestras de sangre y orina



Proporcione sus medidas físicas

Contáctenos:

(123) 456-7890
allofus@ucsd.edu

JoinAllofUs.org/UCSDparticipar

All of Us, el logo de All of Us y "The Future of Health Begins with You" (El Futuro de la Salud Comienza con Usted) son marcas registradas en inglés del Departamento de Salud y Servicios Humanos de los Estados Unidos.

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All of Us
RESEARCH PROGRAM



BE **ONE** IN A
MILLION

What is the All of Us Research Program?

The All of Us Research Program is a large research program. The goal is to help researchers understand more about why people get sick or stay healthy.

We hope that more than one million people will join the All of Us Research Program. People who join will share information about their health, habits, and what it's like where they live. By looking for patterns in this information, researchers may learn more about what affects people's health.

The All of Us Research Program will last for 10 years or more. This will allow researchers to study health over time.

If you decide to join the All of Us Research Program, you will be contributing to an effort to improve the health of generations to come. You also may learn about your own health.



Why one million?

The key to the All of Us Research Program is diversity. Diversity of people, data types, and ways of life.

The more we know about what makes people unique, the more customized health care can become. That's why we're asking one million or more people to join us.



Why should I join?

It's simple. You'll contribute to research that may improve health for generations to come. There's no one exactly like you. Your unique health data may help researchers.

The future of health begins with you.



How do I get involved?



Download the app



Visit our website

There are many ways to participate. You may be asked to:



Take online surveys



Complete consents



Share your electronic health record (EHR)



Give blood and urine samples



Have your physical measurements taken

Contact Us:

(123) 456-7890
allofus@ucsd.edu

JoinAllofUs.org/UCSD

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AouCA UCSD
Ask Your
Doctor Poster



Ask your physician about *All of Us.*

The *All of Us* Research Program aims to engage a community of participants that reflects the diversity of America, including many people who haven't taken part in medical research before. We welcome participants both healthy and sick, of all backgrounds and walks of life, from all regions across the country.

By participating in *All of Us*, you may learn more about your health than ever before. If you like, you can share this information with your health care provider.

It's our differences that make all the difference.

To learn more and to enroll, contact us at:

allofus@ucsd.edu
(858) 265-1711
AllOfUsUCSD.org

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Co-Branded
Gradient
Become Our
Partner Flyer



The future of health begins with you.

Become Our Partner

What is precision medicine?

Precision medicine is health care that is based on you as an individual. It takes into account factors like where you live, what you do, and your family health history. Precision medicine's goal is to be able to tell people the best ways to stay healthy.

What is the *All of Us* Research Program?

The *All of Us* Research Program is a large research program from the National Institutes of Health. The goal is to help researchers understand more about why people get sick or stay healthy.

We hope that at least one million people will join *All of Us*. People who join will share information about their health, habits, and what it's like where they live. By looking for patterns in this information, researchers may learn more about what affects people's health.

All of Us will last for 10 years or more. This will allow researchers to study health over time. If you decide to join *All of Us*, you will be contributing to an effort to improve the health of generations to come. You also may learn about your own health.



To start your journey, go to JoinAllofus.org/UCSD and:

- 1 Create an account
- 2 Give your consent
- 3 Agree to share your electronic health records
- 4 Complete the Consent to Get DNA Results
- 5 Answer health surveys
- 6 Have your measurements taken (height, weight, blood pressure, etc.) and give blood and urine samples, if asked

After completing these steps, you'll receive \$25.

To learn more and to enroll, contact us at:

JoinAllofus.org/UCSD
allofus@ucsd.edu
(123) 456-7890

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A Member of *All of Us* California



**The future of health
begins with you.**

UC San Diego Health is seeking participants for the *All of Us* Research Program, from the National Institutes of Health.

Join a research effort with one million or more people nationwide to create a healthier future for all of us.

Go to AllOfUsUCSD.org for more information or call (858) 265-1711 to schedule an appointment.
After completing the five steps to enrollment, compensation will be provided.

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**Stand out.
Value your differences.
We do.**

UC San Diego Health is seeking participants for the *All of Us* Research Program, from the National Institutes of Health.

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**All
of Us**
RESEARCH PROGRAM



The future of health begins with you.

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Join a research effort with one million or more people nationwide to create a healthier future for all of us.

To learn more:
AllofUsUCSD.org/trolley
(858) 265-1711

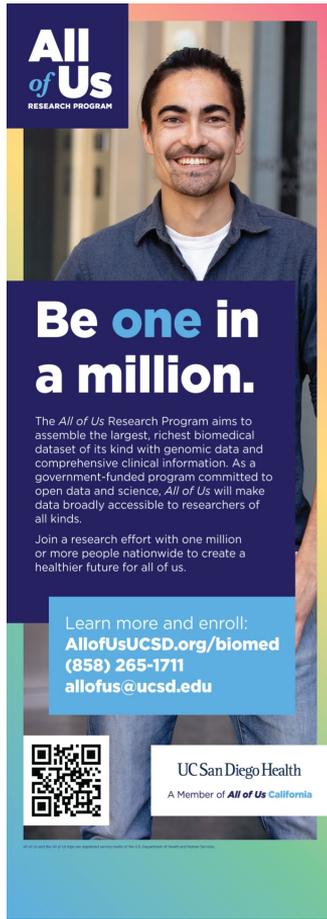
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AoUCA UCSD Interior Trolley Card



All of Us
RESEARCH PROGRAM

Be one in a million.

The *All of Us* Research Program aims to assemble the largest, richest biomedical dataset of its kind with genomic data and comprehensive clinical information. As a government-funded program committed to open data and science, *All of Us* will make data broadly accessible to researchers of all kinds.

Join a research effort with one million or more people nationwide to create a healthier future for all of us.

Learn more and enroll:
AllofUsUCSD.org/biomed
(858) 265-1711
allofus@ucsd.edu



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Researcher Workbench

By the Numbers



The *All of Us* Researcher Workbench contains one of the largest sets of whole genome sequence data widely available for research.* The whole genome sequence dataset includes variation at more than **1 billion** locations, which is nearly **one-third** of the entire human genome.

Data Now Available in the Researcher Workbench

 413,350+ Survey Responses	 337,500+ Physical Measurements	 312,900+ Genotyping Arrays	 287,000+ Electronic Health Records
 245,350+ Whole Genome Sequences	 15,600+ Fitbit Records	 1,000+ Long Read Sequences	

In the Controlled Tier, Genomic Data Is Paired With Rich Phenotypic Data

	206,100+
Have Whole Genome Sequences + Electronic Health Records + Physical Measurements + Survey Responses	
	245,100+
Have Whole Genome Sequences + Physical Measurements + Survey Responses	
	206,150+
Have Whole Genome Sequences + Electronic Health Records	
	8,800+
Have Whole Genome Sequences + Fitbit Records	
Fitbit data may include physical activity, step counts, heart rate, and sleep data	

Explore How *All of Us* Data Can Power Your Research

ResearchAllofUs.org

Data as of April 2023



*On this graphic, whole genome sequences (WGS) refers to participants with short read WGS data in the Researcher Workbench. All of Us and the All of Us Data Commons are registered service marks of the U.S. Department of Health and Human Services.

Researcher Workbench

How to Gain Institutional Access to the *All of Us* Dataset



Only researchers whose institutions have signed a **Data Use and Registration Agreement (DURA)** and who have verified their identity may access the *All of Us* Researcher Workbench's Registered and Controlled Tiers. Currently, academic, not-for-profit, and health care organizations can enter into a DURA, which must be signed by an institutional signing official.

The Data Use and Registration Agreement (DURA) Process



3 Categories of Agreements

- R** 1. Institutional agreements that grant all registered researchers access to the **Registered Tier only**, with no Controlled Tier access.
- R C** 2. Institutional agreements that grant all registered researchers access to **both the Registered and Controlled Tiers**. *Some agreements may require additional approval for the Controlled Tier.*
- i** 3. **Individual data-use agreements required** for any institutional researcher seeking access to the Registered or Controlled Tier.

Key: **R** Registered Tier **C** Controlled Tier **i** Individual agreements required by institution

Submit a
DURA Request

Visit the *All of Us*
Research Hub to
get started.



allof-us.org/DURA

ResearchAllofUs.org

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AAHD
American Association on Health & Disability



HOPE/All of Us Regional Conference Midwest Region

Join Us

Learn how you can be included in shaping the future of health care for you, your family, your community, and generations to come by joining us for an *All of Us* Research Program education session.

Features: **HOPE/All of Us Overview, SSPB Updates, Regional Resources, Let's Move, NBC, USA Inc.**

April 23, 2022

Saturday, 11 a.m. ET (8 a.m. PT/9 a.m. MT/10 a.m. CT)
Zoom Meeting Information:
Zoom ID: 938 2650 7833
Dial in: (346) 248-7799
Access Code: 93826507833#



Presented by: HOPE Initiative

Health Outreach Prevention and Education is a health initiative under the auspices of:
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Dr. Alvin Love, Chair, Federal Faith Based Initiative
Dr. Michael O. Minor, National HOPE Director
Pastor Bernard Montgomery, Assistant National HOPE Director
Sis. Teresa Falls-Farr, Facilitator

JoinAllOfUs.org/nbcusa
(866) 800-4432
info@hopenbc.com

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The All of Us Research Program Event: Walk with a Doc event in honor of Older Americans Month

Join Us

Learn how you can be included in shaping the future of health care for you, your family, your community, and generations to come by joining us for an *All of Us* Research Program Walk with a Doc.

May 15

Monday, May 15, 2023
1-2:30 p.m. EST
Cabin John Regional Park,
Picnic Shelter "A"



Join Walk with a Doc, FiftyForward, and the All of Us Research Program for a special walk and roll event in celebration of Older Americans Month.

Attendees will meet at Cabin John Regional Park, where Dr. Josh Denny, CEO of the *All of Us* Research Program, will deliver a brief "health talk." Attendees will then walk or roll along the 1-mile loop together.

Please RSVP or Contact Us:

Kelsey Mahaffey | (615) 743-3431
kmahaffey@fiftyforward.org
To RSVP, please visit:
eventbrite.com/myevent?eid=6238358245987

No food or associated event activities were paid for by government grant funds.
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