

RACGWVI: Presentation

Overview of Efforts to Increase Women Enrollment in the Veterans Affairs Million Veteran Program



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**MILLION
VETERAN
PROGRAM**

Efforts to Increase Women Veteran Representation in MVP

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VA



U.S. Department
of Veterans Affairs

VA's Million Veteran Program

Voluntary, national health research program to improve Veteran health and wellness studying interactions between:

- Genes
- Lifestyle
- Military Experiences
- Exposures

Joining MVP

- Provide blood specimen (in-person or at-home)
- Consent for health record access
- Survey completion
- Agree to be recontacted
- Enrollment happens in-person or online (www.mvp.va.gov)





In November 2023 history was made when
the 1,000,000th Veteran joined MVP!



Overall Characteristics

MVP is stronger because it includes Veterans from all backgrounds

Every Veteran, across race, gender, age, ability, and service branch, that joins enhances the ability to study health conditions for Veterans like them.



10%
Female



90%
Male

~25% racial minorities
represented in the program



~80K (or 8%)
Hispanic

180K+ (or 18%) Black

MVP has the largest cohort of people of African ancestry of any research program in the world

Average age is 66

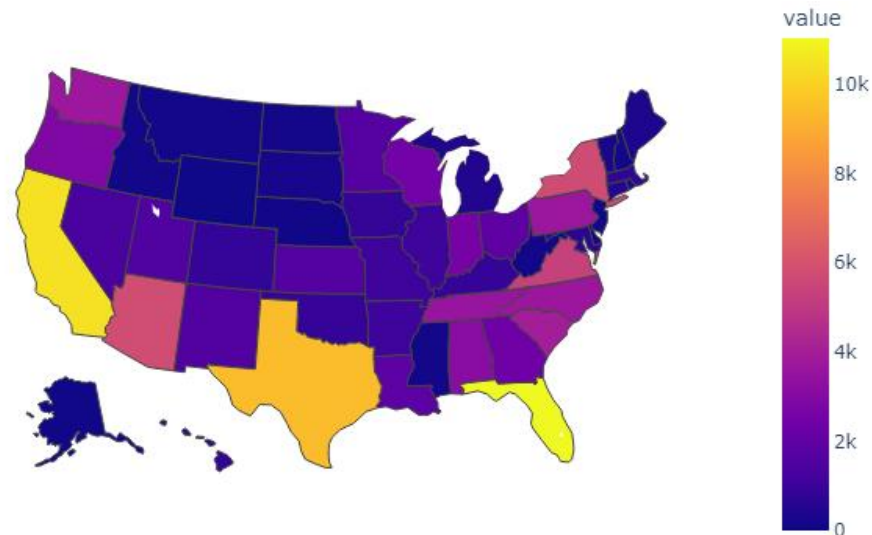
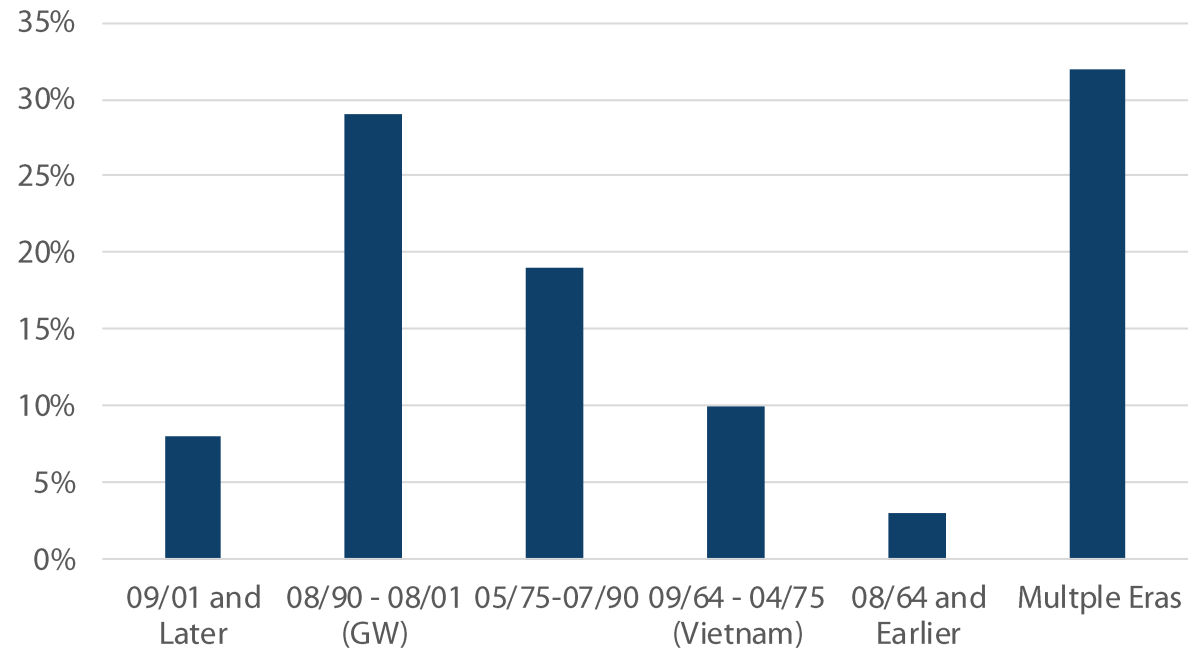
33% aged 70–79

Women age at enrollment – 50.5

Men age at enrollment – 62.5

MVP Women (N=107K)

Characteristic	N
Age	
18-39	23K (22%)
40-49	20K (20%)
50-59	29K (28%)
60-69	25.5K (25%)
70+	6.5K (6%)
Race/Ethnicity	
White	65K (65%)
Black	25K (25%)
Asian/Pacific Islander	2.1K (2%)
American Indian	845 (.9%)
Multiracial	6.7K (7%)
Hispanic	9.6K (10%)



MVP Women's Campaign (2021-2022)

- Women Veterans fastest growing VHA users
 - Access to care tripled from 2005-2015
 - Increased research on treatments for women Veterans
 - Women Veterans are younger and more racially/ethnically diverse
- MVP committed to fulfilling VA's priority of enhanced care for women through focused recruitment efforts
 - Given challenges for in-person recruitment, prioritize virtual enrollment
- Women's Campaign ran from 2021-2022
 - Utilized lessons/partnerships from previous campaign
 - Raise awareness among women Veterans, advocates, and other stakeholders about MVP to increase women representation



The flyer features a purple header with the text "The future of medicine is in your genes" and three portraits of diverse women. Below the portraits, a red banner contains the MVP logo and text: "Join VA's Million Veteran Program and support VA in better understanding, preventing, and treating diseases for all Veterans. If more women join, VA can work on new discoveries and breakthroughs in illnesses like breast cancer and heart disease where women deserve specialized care." The main body of the flyer is white and contains two columns of text. The left column, titled "What does it mean to participate?", lists: "Review and give your informed consent", "Provide a blood sample for genetic analysis", "Allow access to your health records to approved researchers on an ongoing basis", and "Fill out surveys about health and lifestyle". The right column, titled "As a participant, you can help us:", lists: "Better understand health conditions affecting women Veterans like breast cancer, heart disease, and depression", "Make sure women Veterans are considered in discoveries and medical breakthroughs", "Help researchers answer questions like, Why does a treatment work well for some people but not others?", and "Develop preventions and treatments for women Veterans based on their genes, lifestyle, and military experiences". At the bottom, it says "Go to mvp.va.gov or call 1-866-441-6075 to learn more and sign up today." The footer includes the VA logo, the U.S. Department of Veterans Affairs logo, and a QR code.

The future of medicine is in your genes

Join VA's Million Veteran Program and support VA in better understanding, preventing, and treating diseases for all Veterans.

If more women join, VA can work on new discoveries and breakthroughs in illnesses like breast cancer and heart disease where women deserve specialized care.

MVP
MILLION
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What does it mean to participate?

- Review and give your informed consent
- Provide a blood sample for genetic analysis
- Allow access to your health records to approved researchers on an ongoing basis
- Fill out surveys about health and lifestyle

As a participant, you can help us:

- Better understand health conditions affecting women Veterans like breast cancer, heart disease, and depression
- Make sure women Veterans are considered in discoveries and medical breakthroughs
- Help researchers answer questions like, Why does a treatment work well for some people but not others?
- Develop preventions and treatments for women Veterans based on their genes, lifestyle, and military experiences

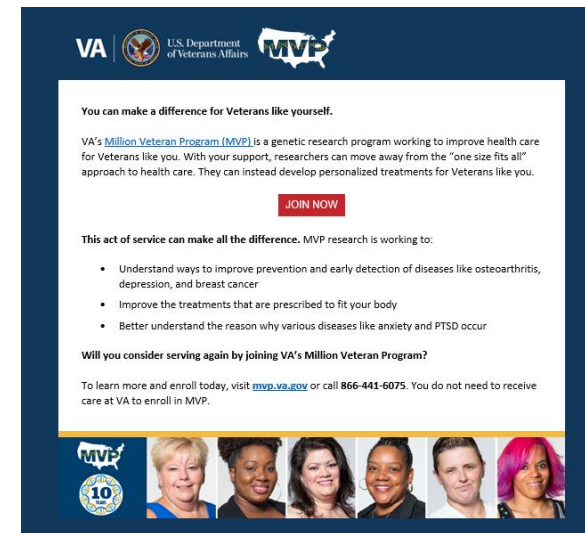
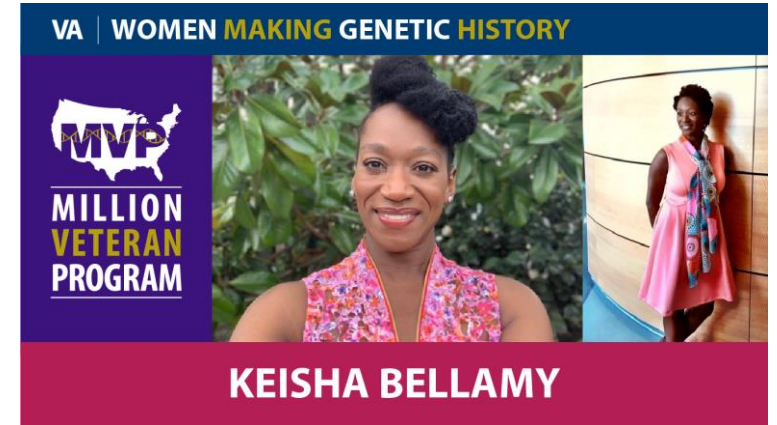
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VA | U.S. Department of Veterans Affairs



Campaign Methods

- Multimedia (6 months)
 - Materials developed in consultation with variety of stakeholders
 - National outreach activities
 - Press releases
 - Leadership briefings
 - Campaign toolkit
 - Blogs
 - Podcasts
 - Fact sheets
- Direct email (1 month)
 - Piloted 4 templates
 - Contacted 480K women Veterans between March–April 2022 (2 emails)
 - Tailored language highlighting goal of increasing women in MVP research



Campaign Outcomes

- 4,700K women enrolled over 7-month campaign
- Multimedia Phase
 - 54% of all campaign enrollments
 - Older women online enrollees increased
 - Differences across ethnicity and race groups not observed
- Email Phase
 - .44% enrollment rate (2,100 enrollments)
 - Enrollment increased with age, particularly among 60-69
 - White and multiple race women more likely to enroll
- First large-scale campaign resulted in fivefold increase in MVP women enrollees
- Utilization of tailored digital outreach and engagement methods effective strategy for increasing awareness/enrollment



Beyond One Million



- Increase MVP accessibility
 - Mobile recruitment
 - Continued online enhancement
- Cohort enhancement focusing on:
 - Women
 - Hispanic
 - Asian American
 - Pacific Islander
 - American Indian
- Continued data collection
 - Mental health
 - Toxic exposures
- Increase engagement and return value



Million Veteran Program

Thank you to the Veterans, MVP staff, researchers and collaborators who
make this research possible.

mvp.va.gov