

Driven to Discover Research Facility at the Minnesota State Fair 2022 Annual Report

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“It was absolutely beyond our wildest dreams. The entire project at the State Fair was a lot of fun and a huge success.”

– 2018 D2D investigator



1367 COSGROVE
MINNESOTA STATE FAIRGROUNDS

“We were able to collect data from a broad section of the State’s rural population which would have been difficult to do any other way.” -2015 D2D investigator

OUR STORY

Launching in 2014, the Driven to Discover Research Facility at the Minnesota State Fair – better known as D2D – links the substantial research capacity of the University of Minnesota with the largest public gathering in Minnesota. This innovative facility, the first of its kind in the nation, helps build a culture of research participation in Minnesota and accelerate learning on issues critical to the health and wellbeing of our citizens.



Serving as a forum for knowledge and ideas, D2D allows fairgoers to participate in research in an exciting, innovative, and convenient way. Most studies take under 20 minutes. With space for up to 50 researchers per day to recruit participants and collect data over the course of the fair, the D2D Research Facility allows researchers to meet enrollment goals in a matter of hours or days (as opposed to months or years), and provides a broader pool of participants than typically accessible.

Since 2014, the D2D program has reached over 350,000 fairgoers, one-quarter of whom hail from Greater Minnesota. To date, nearly 130,000 individuals have participated in 329 studies.

OUR MISSION

- Showcase UMN research
- Support fast, efficient recruitment with access to diverse participants
- Promote faculty & student engagement
- Provide opportunities for collaboration



OUR IMPACT



Connecting the Community with Research

- **Promote greater citizen participation in research:** D2D is showing that it is possible to “crowd source” research. An estimated 20% of Minnesotans attend the fair in a given year and thousands participate on-site in research at D2D, many of whom have no prior experience with research and few opportunities to become involved with in-person research. Through one-on-one interactions with University student and faculty investigators, citizens gain enthusiasm for scientific inquiry and gain awareness of the importance of research.

Accelerating Research Impact

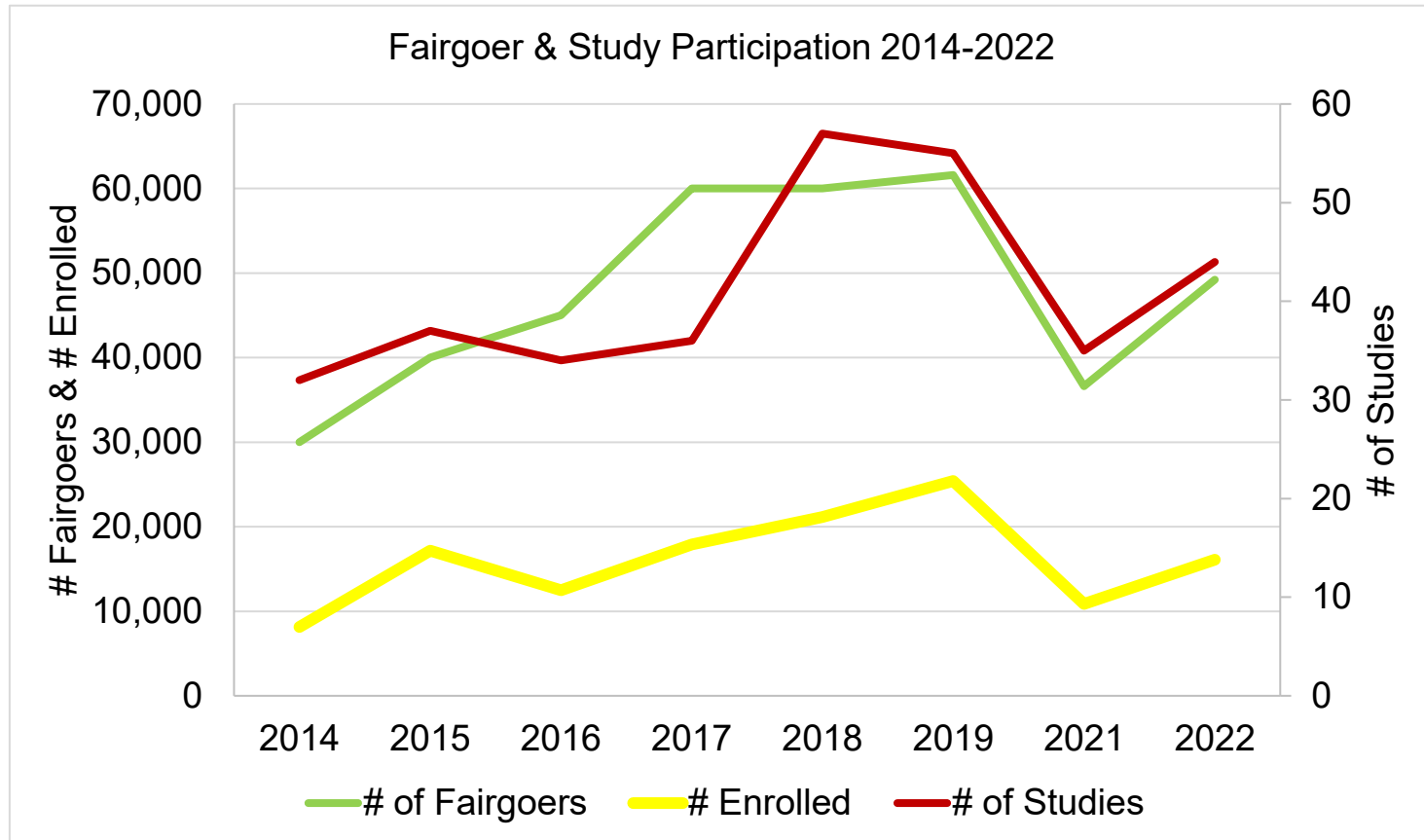
- **Rapid recruitment:** The rapid recruitment of research participants at D2D is far beyond what researchers can normally accomplish through traditional recruitment methods. Researchers using the D2D facility have reported it would have taken from 1-3 years to recruit the same number of participants.
- **Enable innovative studies and longitudinal tracking:** D2D’s State Fair setting provides endless possibilities for researchers to design and execute innovative studies, such as large-scale genomic collections. Many fairgoers return to the fair each year, enabling low-cost longitudinal follow-up not feasible in other venues.
- **Showcase University of Minnesota research:** D2D provides a public face for the University; building visibility for the wide scope of University research and providing Minnesotans the opportunity to interact with U of M researchers on an individual level. The program also provides researchers an easy way to communicate research results directly to the public.



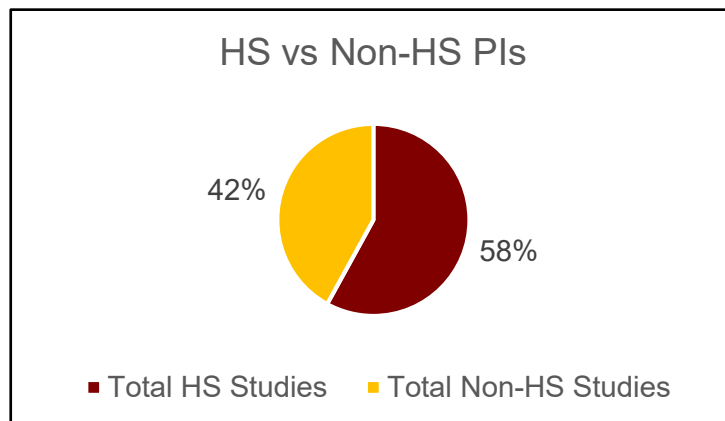
Building Traffic & Enrollment, 2014-2022

TO DATE:

- FAIRGOER FOOT TRAFFIC - 382,400
- FAIRGOERS ENROLLED - 129,318
- 329 STUDIES
- 5 SYSTEM CAMPUSES
- 38 COLLEGE/SCHOOL PARTNERS
- 107 DEPT/DIVISION PARTNERS

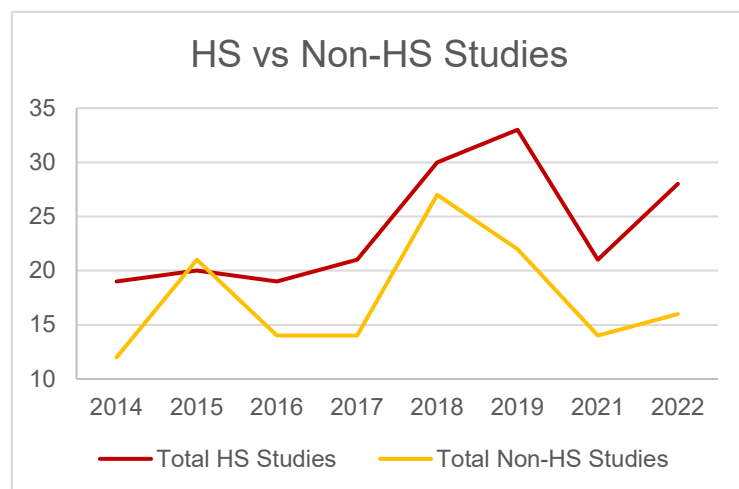


Health Science vs Non-HS Participation 2014-2022



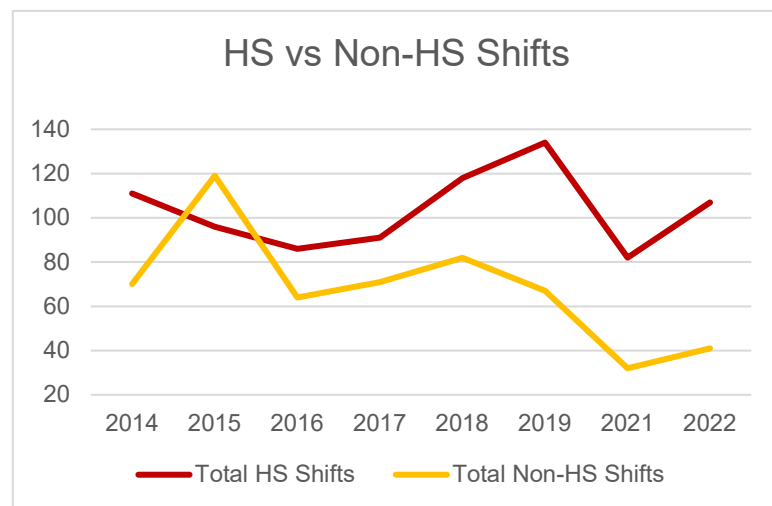
D2D STUDIES

	HS	Non-HS	Total	%-age HS
2014	19	12	31	61%
2015	20	21	41	49%
2016	19	14	33	58%
2017	21	14	35	60%
2018	30	27	57	53%
2019	33	22	55	60%
2021	21	14	35	60%
2022	28	16	44	64%
Total	191	140	331	58%



D2D SHIFTS

	HS	Non-HS	Total	%-age HS
2014	111	70	181	61%
2015	96	119	215	45%
2016	86	64	150	57%
2017	91	71	162	56%
2018	118	82	200	59%
2019	134	67	201	67%
2021	82	32	114	72%
2022	107	41	148	72%
Total	718	505	1223	59%



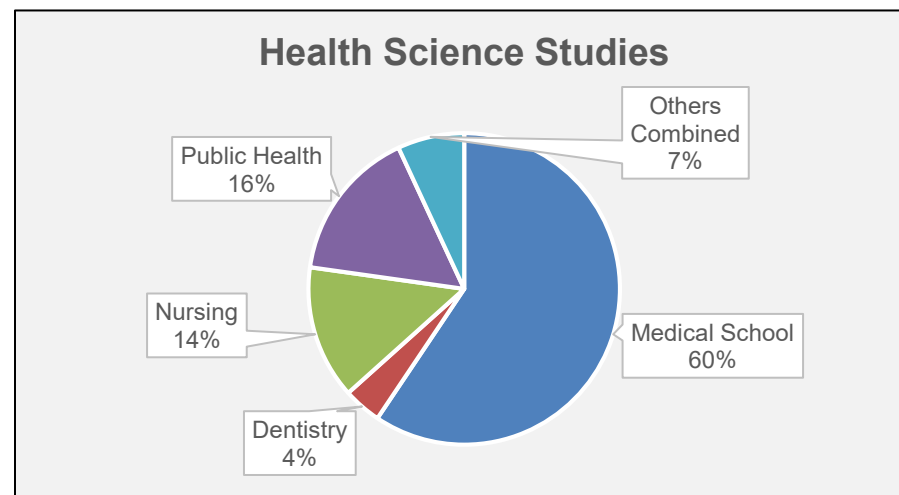
Health Sciences Research at D2D

STUDIES WITH PRINCIPAL INVESTIGATOR INSIDE HEALTH SCIENCES

	2014	2015	2016	2017	2018	2019	2021	2022
	# of Studies	# of Studies	# of Studies	# of Studies	# of Studies	# of Studies	# of Studies	# of Studies
College of Pharmacy	0	0	0	1	1	0	1	0
College of Vet Med	0	0	0	0	0	1	0	0
Medical School	13	16	11	10	15	20	13	17
School of Dentistry	1	0	0	1	1	1	1	2
School of Nursing	2	2	0	3	5	4	4	6
School of Public Health	3	1	4	4	7	7	2	2
Ctr. for Allied Health Programs	0	1	1	0	1	0	0	1
Ctr. for Spirituality & Healing	0	0	2	0	0	0	0	0
CTSI	0	0	1	1	0	0	0	1
Food Protection & Defense Inst.	0	0	0	1	0	0	0	0
Total Health Sciences	19	20	19	21	30	33	21	29

WHAT DO THESE NUMBERS TELL US?

- Health Science participation grows every year
- Medical School is heaviest user, 60% of D2D studies



**Driven to Discover Research Facility
at the Minnesota State Fair (D2D)**

UNIVERSITY OF MINNESOTA
Driven to DiscoverSM

Non-Health Sciences Research at D2D

STUDIES WITH PRINCIPAL INVESTIGATOR OUTSIDE HEALTH SCIENCES

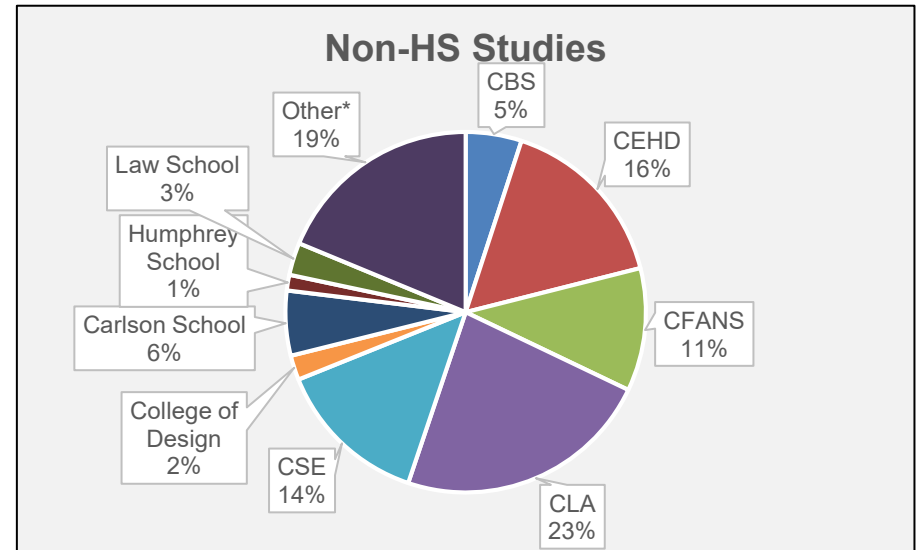
	2014	2015	2016	2017	2018	2019	2021	2022
	# of Studies	# of Studies	# of Studies	# of Studies	# of Studies	# of Studies	# of Studies	# of Studies
CBS	1	1	1	1	1	1	0	1
CEHD	2	4	4	5	3	2	1	1
CFANS	2	4	1	1	2	4	0	1
CLA	4	8	4	2	5	4	1	4
CSE	0	1	1	2	5	5	2	3
College of Design	0	0	0	0	0	1	1	1
Carlson School	0	1	2	2	2	0	0	1
Humphrey School	0	0	0	0	1	1	1	0
Law School	1	1	0	1	1	0	0	0
Other*	2	1	1	0	7	4	8	2

Total Non-HS	12	21	14	14	27	22	14	14
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* - Crookston, Duluth, Morris, Rochester, HRPP, Libraries, External

WHAT DO THESE NUMBERS TELL US?

- D2D's reach is broad across Schools & Colleges outside the HS
- CLA is our heaviest user, with 23% of D2D studies



2016 - 2022 Shift Revenue

Year	Health Sciences			Non-Health Sciences			Total Shifts	Total Revenue
	# of Shifts	Shift Cost	Revenue	# of Shifts	Shift Cost	Revenue		
2016	86	\$806	\$61,532	66	\$806	\$48,748	152	\$110,280
2017	91	\$806	\$61,114	71	\$806	\$46,106	162	\$107,220
2018	120	\$806	\$76,148	82	\$806	\$63,312	202	\$139,460
2019*	138	\$867	\$105,885	69	\$806	\$59,823	207	\$165,708
2020	Fair cancelled due to COVID-19						0	\$0
2021	82	\$867	\$66,090	30	\$867	\$29,552	112	\$95,642
2022	107	\$867	\$92,769	41	\$867	\$35,547	148	\$128,316

* Fees increased

D2D Shift Fees

D2D is an Internal Service Organization, meaning each year the budget is re-evaluated and fees determined to meet annual spending, without turning a profit.

WHAT DO THESE NUMBERS TELL US?

- Pre-COVID, D2D had shown revenue growth every year. We anticipate it may take several years to build back post-COVID given the ongoing public health challenges.
- Fees remain a barrier to participation, most specifically for new faculty and student PIs. We saw a drop in non-Health Sciences revenue with increased fees.
- Vast majority of research is performed on-site, thus Recruitment-Only rate eliminated in 2022.

2022 Recap

- Visitors = 49,200
- Subjects enrolled = 16,188
- Studies = 44
- PI Satisfaction = 100% Very Satisfied or Satisfied

On average:

- Subjects per shift, per study = 118 (range 24 - 281)
 - Adult studies = 134 (24 - 281)
 - Child studies = 41 (27 - 68)
- Shifts per study = 3 (range: 1-8, mode: 2)
- Cost per enrollee: \$12.93 (\$2.37 - \$48.17)

D2D Calendar

- Fall: RFA release, billing, feedback, reporting, promotions, fundraising
 - Winter: Application review & selection
 - Spring: Kick Off Meeting, shift scheduling, staffing, IRB submissions
 - Summer: Open houses, resource procurement, building set up, Fair!
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August 24 - Sept. 4, 2023

See you at the Fair!



D2D is one of the gems of the University. Not only does it support the U's research endeavor, it provides an opportunity for the people of Minnesota to reach out and touch the University in a unique way. The people-to-people aspect of the building serves to humanize the University's research as well as the institution itself.

– 2019 D2D participant

D2D Research Publications, 2016-Present

PEER-REVIEWED PUBLICATIONS

1. Allen, J., Zhang, L., Johnson, A., Jacobson, P., McCarty, C., Pittenger, A., & Bishop, J. (2022). Development and validation of the Minnesota Assessment of Pharmacogenomic Literacy. *Journal of Personalized Medicine* 12(1398). doi.org/10.3390/jpm12091398
2. Austin, R., Mathiason, M., Lindquist, R., McMahon, S., Pieczkiewicz, D., & Monsen, K. (2021). Understanding women's cardiovascular health using MyStrengths+MyHealth: a patient-generated data visualization study of strengths, challenges, and needs differences. *Journal of Nursing Scholarship*, 0(0), 1-9. doi:10.1111/jnu.12674
3. Bakker, C., Koffel, J., & Theis-Mahon, N. (2017). Measuring the health literacy of the Upper Midwest. *Journal of the Medical Library Association: JMLA*, 105(1), 34–43. http://doi.org/10.5195/jmla.2017.105
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5. Baumgarten, L., Labine, L., Dixon, C., Palma, I., Weight, C. (2016). Ability of the general public to accurately estimate survival rates for genitourinary cancer using unrestricted internet searches and online nomograms. *The Journal of Urology*, 195(4), e500. https://doi.org/10.1016/j.juro.2016.02.1686
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12. Calabrese, A., Cheong, A., Cheung, S., He, Y., Kwon, M., Mansfield, J., Subramanian, A., Yu, D. & Legge, G. (2016). Baseline MNREAD measures of normally sighted subjects from childhood to old age. *Investigative Ophthalmology & Visual Science*, 57, 3836-3843. http://iovs.arvojournals.org/article.aspx?articleid=2537421
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15. Campagna, J., Baumgarten, L., Labine, L., Palma, I., Albersheim, J., Sathianathan, N., & Weight, C. (2019). Prostate cancer survival estimates by the general public using unrestricted internet searches and online nomograms. *European Urology Focus*, S2405-4569(19)20012-4. doi: 10.1016/j.euf.2019.01.012
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STUDENT DISSERTATIONS, THESES & POSTERS

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