

# Bridging the Gap: Outreach & Engagement with the ME/CFS Community

## Allison Kanas

Administrative Director & Director, Community Outreach & Engagement

Center for Solutions for ME/CFS | Center for Infection & Immunity Mailman School of Public Health | Columbia University

## **Outreach**

Communication & Dissemination of Information & Findings

## **Engagement**

Connection & Partnership with the ME/CFS Community







## THE MICROBE DISCOVERY PROJECT

Fundraising for groundbreaking research into ME/CFS.

# The Microbe Discovery Project





Center for Infection and **Immunity** 

One of the world's largest and most advanced academic centers focused on microbial surveillance, discovery and diagnosis

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#### Who We Are



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W. Ian Lipkin, MD Columbia University Director for the Center for Solutions for ME/CFS Leader of Project 1: Microbiology of ME/CFS



Dana March Palmer, PhD Columbia University Deputy Director for the Center for Solutions for ME/CFS



John Greally, PhD, MB, BCh Albert Einstein College of Medicine Co-Leader of Project 2: Molecular Signatures for ME/CFS Sub-Types (Gene Expression)



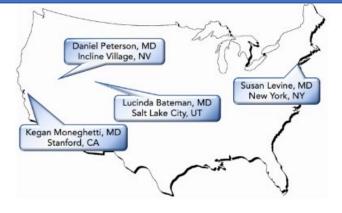
Oliver Fiehn, PhD University of California, Davis Co-Leader of Project 2: Molecular Signatures for ME/CFS Sub-Types (Metabolomics)



Anthony Komaroff, MD Leader of Project 3: Clinical Correlates and Diagnostics in ME/CFS



Paul Newswanger, MPH Columbia University Project Coordinator





Lucinda Bateman, MD Bateman Horne Center



Susan Levine, MD Founder, Medical Office of Susan M. Levine, MD



Kegan Moneghetti, MD Stanford University



Daniel Peterson, MD Sierra Internal Medicine at Incline Village









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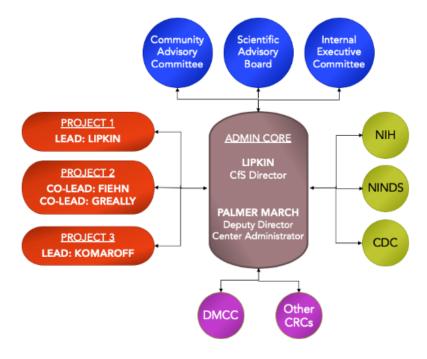
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The CfS for ME/CFS is designed to rapidly adapt to the insights and opportunities that are continuously emerging in the field of ME/CFS research. Accordingly, we are a center without walls—we recruit new investigators nationally and internationally based on their commitment and expertise rather than their institutional affiliation.

Our current lead clinical researchers include Anthony Komaroff (Harvard), Sue Levine (private practice, New York City), Kegan Moneghetti (Stanford), Lucinda Bateman (Bateman Horne Center), and Dan Peterson (Sierra Internal Medicine). Our current leading laboratory-based researchers include W. Ian Lipkin (pathogen discovery, Columbia), Oliver Fiehn (metabolomics, UC Davis), and John Greally (gene expression, Albert Einstein College of Medicine). We recently initiated work with Benjamin Garcia (proteomics, University of Pennsylvania) with support from Solve ME/CFS. We also have an epidemiology core led by Dana March Palmer (Columbia).

Our funding during the first two years of the Collaborative Center Program will be used to mine the rich data and sample sets established with the support of the NIH, the Hutchins Family Foundation, and the Microbe Discovery Project. We will use state-of-the-art sequencing methods to search for molecular footprints of potential bacterial, fungal, and viral triggers of disease. This work is inspired by discoveries in our laboratory and others pointing to the importance of the microbiome, the virome, and the fungome as determinants of health. We will look for immune responses that may persist long after an infectious agent has either been cleared from the body or become dormant, and for autoantibodies. We will also profile metabolites in plasma and gene expression in white blood cells.

Clinical research studies will connect with the laboratory studies. We will examine the impact of physical activity on the microbiome, the metabolome, and the transcriptome for clues to understanding the basis of persistent fatigue, cognitive dysfunction, and other symptoms after exercise. We will design a mobile app and mine existing datasets for insights into clinical features, comorbidities, and sub-types that could refine laboratory analyses and enhance care.

We are hoping to find additional resources for epigenetic studies that could explain how genes are turned on or off in response to exercise. Clinical trials are not part of our current mandate. However, we are aware of the urgency and need for progress in clinical care. Each of our projects has been prioritized for its potential to lead to solutions for ME/CFS through the development of animal models of ME/CFS or clinical trials of antibiotics, pre- and probiotics, antifungals, antivirals, or immunomodulatory treatments.

Click the buttons below to read more information about each of the three main projects supported by the NIH award.











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#### **COMMUNITY GROUPS**

The ME/CFS community has such strength in supporting each other as we navigate towards answers for this devastating disease. These are just a few of the patient forums available to find out more information on advocacy and learn about each other's journeys.



#MEAction is a grassroots, international organization that provides a platform to empower people with ME and related conditions and advocates for patients in the pursuit of health equality. Their mission is to continually build community and provide a voice for patients, families, and allies of ME, based on the belief that while it may be difficult to individually advocate, making activism accessible can amass a louder voice for the community as a whole.



Solve ME/CFS Initiative (SMCI) is a non-profit disease organization that works to accelerate the discovery of safe and effective treatments for ME/CFS, strives for an aggressive expansion of research funding that will lead to a cure, and seeks to engage the entire ME/CFS community in research and advocacy. SMCI serves patients and researchers alike, acting as an information and data hub for the ME/CFS community.

#### **PATIENT RESOURCES**

Have something to say? Need some more information? Here are some of the online places you can visit to read about what others are experiencing, share what you have encountered on your own path, or review some of the resources that may have some additional information.

#### Patient Forums



Science for ME is "where science and the ME/CFS community meet" with numerous message boards similar to a Reddit discussion board.



Phoneix Rising provides people with ME/CFS information to support their health and well-being. They publish articles and a newsletter, maintain the largest ME/CFS forum in the world, and have the biggest database of information about ME/CFS on the web.



Founded by Cort Johnson, Health Rising is dedicated to providing timely, accurate information to people with ME/CFS and fibromyalgia.



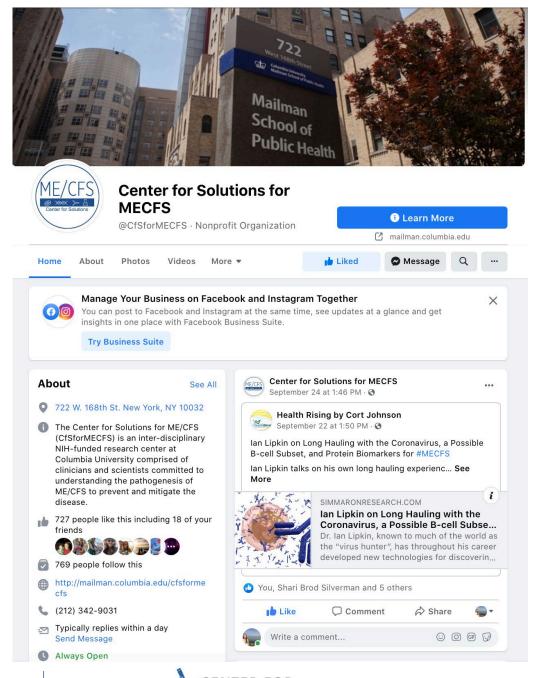
Written by Simon McGrath, the ME/CFS Research Review blog aims to explain the most promising biomedical findings with in-depth explanations of the science in the latest published studies.

















# Ask our Researchers Video Q & A Series

I find it very interesting that there are almost no records (at least publicly) since about 1990 and onwards of reported epidemics that were seen in the 1980's that put ME/CFS on the US medical map. Do you have any inclination for why that is? Do these reported You are enrolling some participants for the Exercise Tolerance Testing (ETT).

Inderstandably many nationts are warry of this cost of stronger to the stronger

From CDC talk: "it begins to look sort of like an anemia of chronic disease, with red blood cell damage and so forth, oxidated, stress." What needs to be done to follow-up on this "remarkable" finding? Could this relate to the body's response to pathogens

You are enrolling some participants for this sort of stressor and d what information you are trying to find from the data?

You are enrolling some participants are wary of this sort of stressor and d what information you are trying to find from the data?

Understandably many patients will generally tolerate the testing protocol and d what information you are trying to find from the data?

I would be string tend gain mild to moderately affected patients.

testing tend gain mild to moderately affected patients as particip

Many are wondering how reliable metabolomic findings seems to be many complexities and variables. What can you ME/CFS Q&A: Why are epidemiology studies...

From CDC talk "proteomic studies that reveal differentially, a differential expression of immunoglobulin kappa and light chains and heavy chains, which are present at increased concentrations in individuals with ME/CFS" Can you explain this in simple terms please?

Can you explain what type of data you are looking at and give example of

I would like to ask why so few studies are done without considering PEM. Wouldn't it make more sense to take and analyze samples before/during and after a 2-day-(i)CPET?

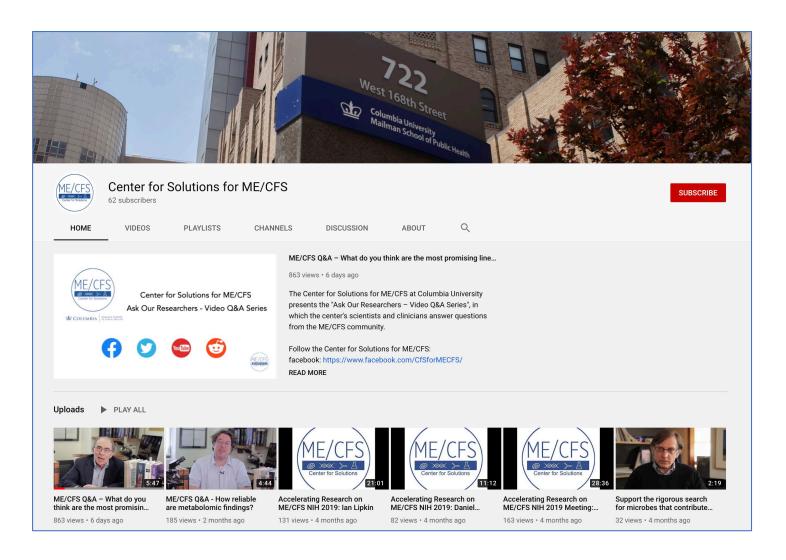
ME/CFS Q&A: Wnat information are you are tryi...

people a si

we some of the deepest experience out of any clinician in ith studying and treating this illness, I wanted to ask your he term "subsets" very often in this field. What does your ты поw many true "subsets" there are with ME/CFS patients?

INFECTION & IMMUNITY

## YouTube Analytics



## YouTube

September 2019 – October 2019

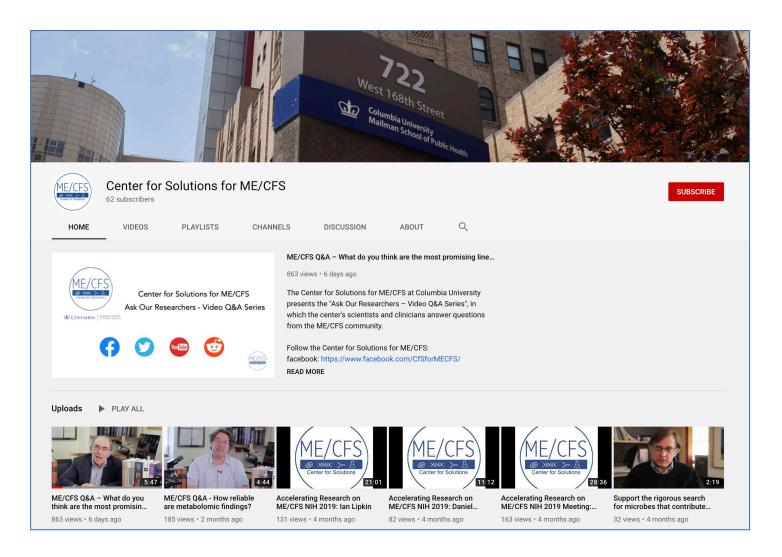
- ▶ 1,200 views
- ► 62 subscribers
- ▶ 116 hours watched







## YouTube Analytics



## YouTube

October 2019 – October 2020

▶ 8,000 views **567%** 

► 260 subscribers 333% 1

► 520 hours watched 348% ↑







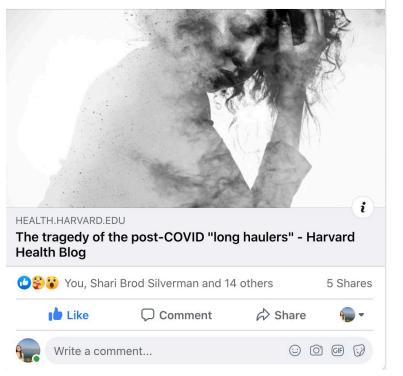
## Facebook Analytics

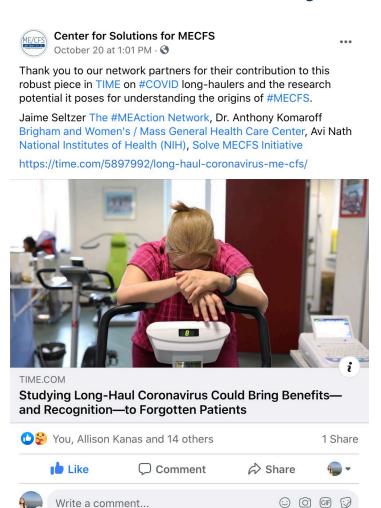


Dr. Anthony Komaroff covers COVID-19 #longhaulers in a new piece for Harvard Health Publishing.

"If just 5% develop lingering symptoms... we would double the number of Americans suffering from ME/CFS in the next two years."  $\,$ 

https://www.health.harvard.edu/.../the-tragedy-of-the...





# Facebook October 2020 – November 2020

- ▶ 800 followers
- 450 people reached
- ► 47% engagement rate







## Twitter Analytics



and Engagemel @RTI\_Intl @ME

@PlzSolveCFS

Read more abo



People v ME/CI





Bridging the (
We are excite
Research Cer

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#### Center for Solutions for ME/CFS @CfSforMECFS $\cdot$ Oct 27

Long time #MECFS clinician, @ngklimas weighs in on the challenges COVID-19 #longhaulers may face in the wake of a novel virus in this commentary for the @usnews.

#### Check it out here:



### Twitter

November 5, by Allison

: the Center

TREACH

October 2020 – November 2020

- ▶ 1,300 followers
- 24,000 impressions







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17 3

# CFSforMECFS.org

#### **About the Center for Solutions**

The Center for Solutions for ME/CFS is an inter-disciplinary, inter-institutional center comprised of clinicians, clinical investigators, basic scientists who are committing to working together to understand the pathogenesis of ME/CFS and develop evidence-based strategies for interventions that prevent and mitigate disease.

#### **Topics**

- #AskOurResearchers
- -omics studies
- Grant Opportunities
- ME/CFS
- Science behind ME/CFS
- Webinars

#### **Search for posts**





#### -omics studies

#### A Proteomics Study from the Center: Searching for the Criminal

On July 21, 2020, the results of a proteomics study by the Center for Solutions for ME/CFS was published by the journal PLoS ONE. Proteomics uses new technologies—that have become available in the last two decades—to precisely identify large numbers of proteins and measure their levels. The measurement is...







## cfsformecfs.org

Launched February 2020

- 7,500 views
- 5,000 unique visitors
- 62 countries reached

## Will There Be a Post-COVID-19 Form of ME/CFS?



By Dr. Anthony Komaroff

Will some people who get COVID-19 subsequently develop ME/CFS? After all, many people with ME/CFS say that their illness began with some kind of infection: "a virus," "a flu," "a bad cold." When it started, their illness didn't feel that different from similar illnesses in the past, so no tests were done to determine what kind of infection it was. Their doctors thought there was no need, since these minor infections typically get better. Only this one didn't get better, and the cause of the initial illness remained a mystery.





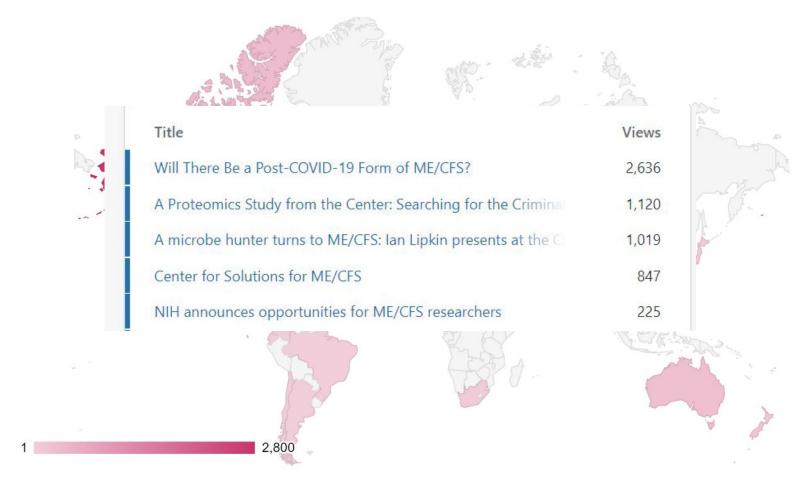


# **Blog Analytics**

cfsformecfs.org

Launched February 2020

- > 7,500 views
- > 5,000 unique visitors
- ▶ 62 countries reached









# Community Advisory Committee (CAC)



- -Developed CAC Application 2018
- -Reviewed over 40 applicants in late 2018
- -In early 2019 accepted 8 members



#### COMMUNITY ADVISORY COMMITTEE

#### THE CENTER FOR SOLUTIONS FOR ME/CFS

The Center for Solutions for ME/CFS (CfS for ME/CFS) is a multi-institutional, inter-disciplinary research center dedicated to understanding the biology of ME/CFS and developing diagnostic tests and methods for preventing and treating disease. It builds on decades of work by a network of expert clinicians and laboratory scientists with expertise in epidemiology, infectious disease, immunology, genetics and biochemistry, as well as a large cohort of well-characterized patients and biological samples. Our efforts will be linked with those of other Collaborative Research Centers and guided by close interactions with the ME/CFS community.

The Community Advisory Committee, the Scientific Advisory Board, and the Internal Executive Committee will advise Center activities.

#### PURPOSE

The specific role of the Community Advisory Committee is to assist with the development and execution of community engagement/outreach and partnership activities. It will help focus the CfS for ME/CFS investigators on patient priorities and challenges, serve as a communications liaison between the ME/CFS community and the Center, and assist with study recruitment. Specifically, the Community Advisory Committee will:

- Obtain and disseminate information to the community about the Center
- Inform the community about the center and participation in research participation and serve as an advocate for the community
- Provide advice and counsel regarding community need and projected priorities for the Center
- Assist the Center in weighing and balancing the strategic priorities among the various constituencies it serves
- Participate in the development of working groups for select Center activities









## Plan for CAC Working Group

Assign & Organize Working Groups

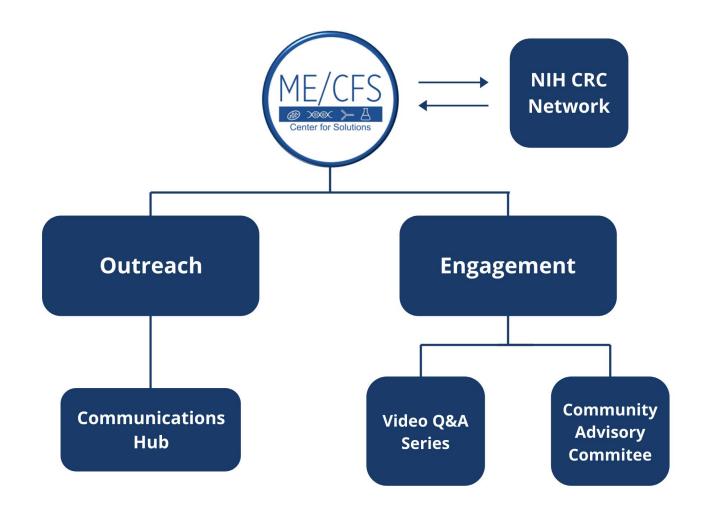
Determine Schedule of Activities Engage Community Advisory Committee







# Expanded Outreach & Engagement Approach









# **Network Online Outlets**

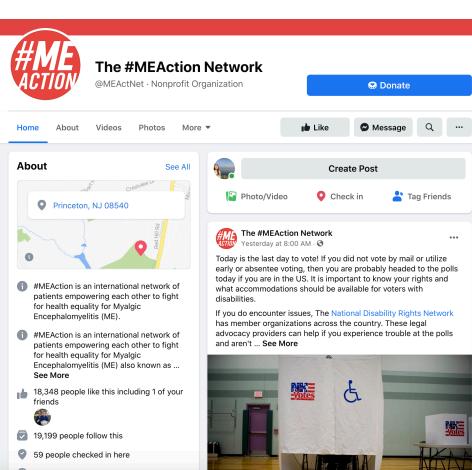
Columbia University Center for Solutions for ME/CFS	Web: mailman.columbia.edu/cfsformecfs Twitter: @CfSforMECFS Facebook: /CfSforMECFS YouTube: Center for Solutions for ME/CFS Blog: www.CfSforMECFS.org
Cornell University Maureen Hanson Lab	Web: neuroimmune.cornell.edu/ Twitter: @CornellMECFS Facebook: /CornellMECFSCenter YouTube: Cornell Center for Enervating NeuroImmune Disease
Jackson Laboratories Derya Unutmaz Lab	Web: jaxmecfs.com Twitter: @jacksonlab Facebook: /Jackson-Laboratory
Canada (ICanCME) Alain Moreaux Lab	Web: cihr-irsc.gc.ca/ Twitter:@irsc_cihr Facebook:/HealthResearchInCanada
RTI	Web: mecfs.rti.org (MECFSnet) Twitter: @RTI_Intl Facebook: /rti.international
NIH	Web: nih.gov/news-events, www.niaid.nih.gov/news-events/newsroom Twitter: @NIH, @NIAIDNews @NINDSnews Facebook: /nih.gov, /niaid.nih Email: Trans-NIH ME/CFS working group list-serv
#MEAction	Web: meaction.net Twitter: @MEActNetYou Facebook: /MEActNet
Bateman Horne Group	Web: batemanhornecenter.org/ Twitter: @batemanhorne Facebook: /batemanhornecenter
Solve ME/CFS	Web: solvecfs.org Twitter: @PlzSolveCFS Facebook: /SolveMECFSInitiative



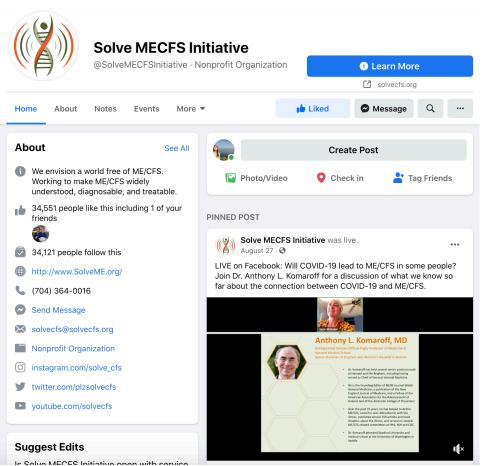




## **Network Online Outlets**





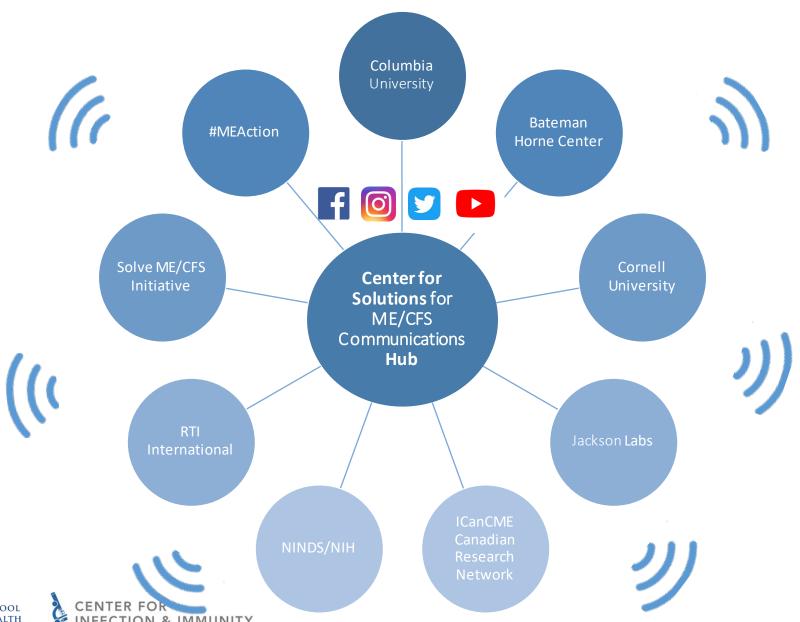








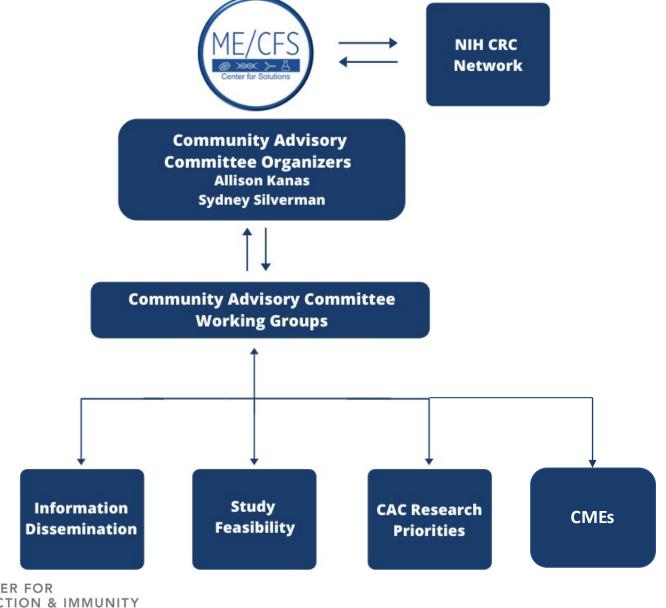
## **Network-Wide Communications Hub**







## Network-Wide Community Advisory Committee (CAC)

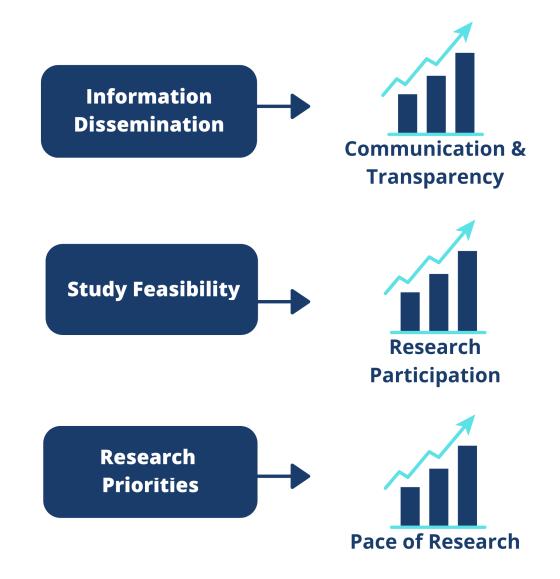








# **CAC Working Group Goals**

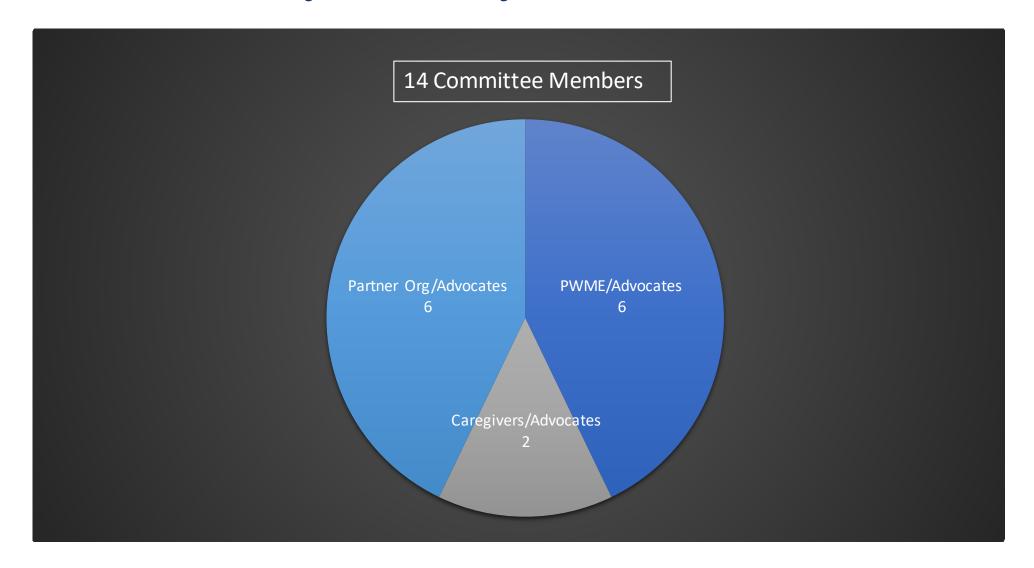








# **Community Advisory Committee Members**









# Bridging the Gap

