

A diverse group of people, including men and women of various ethnicities, are smiling and looking towards the camera. The background is a soft-focus outdoor setting with green foliage. The overall mood is positive and community-oriented.

Methods for Improving Clinical Trial Awareness in Communities

FAQs

How can we work with community organizations, leaders and other stakeholders to educate people about the quality care we offer through clinical trials?⁴

Community Outreach Methods

Increase awareness & communication¹⁶:

- Participation in local community health fairs
- Community newsletter, newspaper and radio ads
- Educational visits to community clinics and health centers
- Speaking engagements at churches and other faith-based organizations/events.

Access culturally appropriate national & local resources

- Incorporate culturally appropriate materials to address barriers to and misconceptions about participation.
- Adapt and share materials to address specific provider, community, and researcher needs.

Institutional (System) Outreach

Invite

Share

Include

Publicize

Prioritize

- Invite community members to be part of the institutional review boards and clinical research advisory committees that oversee CTs.
- Share findings from promising CTs with the community.
- Include patient testimonials on institution's website.
- Create and publicize speaker's bureau on cancer topics, including clinical trials.
- Understand the disease burden and prioritize the research needs of ethnic minority and the medically underserved

Community Outreach Methods



- Take advantage of cancer awareness and minority health months to publicize clinical trials.

Case Study: William Beaumont Hospital Minority Outreach Program (MOP)¹⁷



- Program within CCOP (Community Clinical Oncology Program)
- Goal: to implement appropriate cultural and community solutions to barriers in receiving oncology care at the Beaumont Cancer Institute.
- A series of forums on the clinical trial process, benefits and what participation entails. Forums also focused on cancer prevention, screening, as well as methods of diagnosis.

Case Study: William Beaumont Hospital Minority Outreach Program (MOP)¹⁷



- Worked in collaboration with community-based organizations from Metropolitan Detroit area's 5 major ethnic/minority populations
- Minority accrual to clinical trials doubled with initiation of MOP.

What Works Targets for Increasing Clinical Trial Awareness

Communities

Outreach

- Community outreach and awareness through community clinics, health fairs, news papers, faith-based organizations, etc

Awareness

- Take advantage of cancer awareness and minority health months

Institutional Outreach

Inclusion

- Include community members on CT advisory committees

Understand and Prioritize

- Understand disease burden in community and prioritize related research

Testimonials

- Use speakers' bureau, patient testimonials etc

References

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17. Frank Vicini et al. Increasing Accrual in Cancer Clinical Trials with a Focus on Minority Enrollment. *Cancer* 2011 October 15; 117:4764-4771.

Engaging Future Partners . . .

For more information and opportunities to implement and evaluate the strategies presented, please refer to the following pages in this Training Course:

- Resources for Improving Clinical Trial Awareness (review & rate existing resources)
- Important Literature on Methods for Improving Clinical Trial Awareness and Enrollment