

EMPACT

Methods for Improving Clinical Trial Awareness in Communities

A presentation by the EMPACT consortium

Contents

An important question to ask when trying to improve clinical trial awareness in the community is.....	2
Methods for community outreach include.....	2
Institutional (System) Outreach methods include.....	2
Take advantage of cancer awareness and minority health months to publicize clinical trials in the community.....	2
Case Study: The William Beaumont Hospital Minority Outreach Program (MOP)	2
The MOP Program also included	3
What are acceptable Targets for Increasing Clinical Trial Awareness in Communities?	3
Please use these References to learn more about methods for Improving Clinical Trial Awareness	3
Would you like to partner with EMPaCT in the work of improving clinical trial awareness?	4

An important question to ask when trying to improve clinical trial awareness in the community is

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

The primary goal of community outreach is to educate the public so people know about and/or have a favorable attitude towards clinical trials.

Methods for community outreach include

- *Increasing awareness & communication* through participation in local community health fairs;
- community newsletter, newspaper and radio ads; educational visits to community clinics and health centers;
- and speaking engagements at churches and other faith-based organizations/events.

And by incorporating culturally appropriate materials to address barriers to and misconceptions about participation; and adapting and sharing materials to address specific provider, community, and re-searcher needs.

Institutional (System) Outreach methods include

- Inviting community members to be part of the institutional review boards and clinical research advisory committees that oversee clinical trials.
- Sharing findings from promising clinical trials with the community.
- Including patient experiences/testimonials on the institution's website.

Creating and publicizing a speaker's bureau on cancer topics, including clinical trials.

Understanding the disease burden and prioritizing the research needs of racial and ethnic minorities and the medically underserved.

Take advantage of cancer awareness and minority health months to publicize clinical trials in the community.

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

The Minority Outreach Program (MOP) was implemented within the Community Clinical Oncology Program (CCOP).

The goal of MOP was to implement appropriate cultural and community solutions to barriers in receiving oncology care at the Beaumont Cancer Institute. Program representatives worked with community leaders to develop culturally competent methods for community outreach to minority populations focusing on cancer prevention, screening and treatment.

A series of forums on the clinical trial process, addressing benefits of trial participation and what participation entails, were held within several racial and ethnic minority communities. Participants were also informed about clinical trials available at the William Beaumont Hospital.

The MOP Program also included

a collaboration with community-based organizations from Metropolitan Detroit area's 5 major ethnic/minority populations, including the African American, Arab-American and Chaldean, Hispanic/Latino, Native American, and South East Asian communities.

Minority accrual to clinical trials doubled after MOP was initiated.

What are acceptable Targets for Increasing Clinical Trial Awareness in Communities?

Community outreach and awareness through community clinics, health fairs, news papers, faith-based organizations, and other events offered within communities have been used effectively. Taking advantage of cancer awareness and minority health months can also represent an opportunity to raise the profile of clinical trials and encourage enrollment.

For Institutional Outreach, Include community members on clinical trial advisory committees; partner with minority communities to better understand their disease burden, prioritize research addressing these areas, and use speakers' bureaus, patient testimonials, and other appropriate venues to disseminate information.

Please use these References to learn more about methods for Improving Clinical Trial Awareness

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- Strategies to Reach Diverse Populations for Clinical Trials: Approaches Used by Practices Recognized with the 2006 Clinical Trial Participation Award. J Oncol Pract 2006 September; 2(5):241-243
- Frank Vicini et al. Increasing Accrual in Cancer Clinical Trials with a Focus on Minority Enrollment. Cancer 2011 October 15; 117:4764-4771.

Would you like to partner with EMPaCT in the work of improving clinical trial awareness?

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

This presentation has been brought to you by EMPACT, enhancing minority participation in clinical trials.