

# **General Approaches to Minority Recruitment to Cancer Clinical Trials**

# Approaches

## Targeted

Recruitment methods specifically aimed at a particular racial or ethnic population to reach members of that subgroup with greater frequency.

## Tailored

Recruitment methods designed in accordance with the cultural framework of a particular minority population.

May be used alone or in combination

# Examples of Approaches

## Targeted



TV



Radio



Newspaper  
Ads

Social marketing using media consumed more frequently by racial/ethnic subgroup of interest

## Tailored



Patient Navigators to bridge the cultural gaps

Adapting standard recruitment materials or approaches to fit specific cultural norms

May be used alone or in combination

# Minority Recruitment Strategies Currently in Use

Community Clinical Oncology Program **CCOP**

Patient Navigation

Clinical Trials Shared Resource **CTSR**

Increasing Minority Participation in Clinical Trials **IMPACT**

Recruitment and Retention Shared Facility **RRSF**

Midwest Cancer Alliance **MCA**

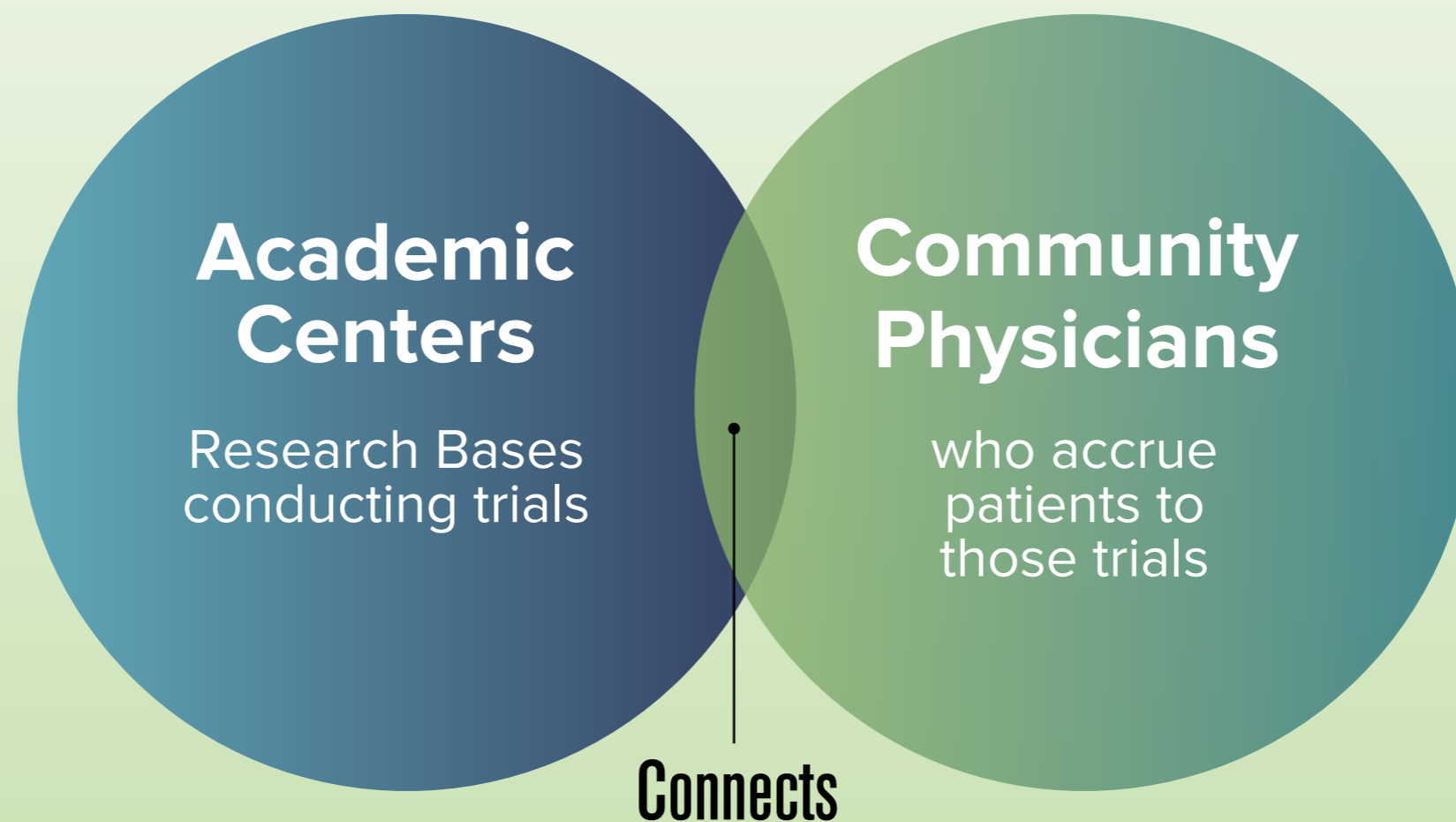
# Community Clinical Oncology Program **CCOP**

National Cancer Institute, Division of Cancer Prevention

# Community Clinical Oncology Program **CCOP**

National Cancer Institute, Division of Cancer Prevention

Group of community hospitals and physicians funded by a cooperative agreement to participate in NCI-sponsored cancer treatment, prevention, and control clinical trials



A Minority-Based-CCOP (MB-CCOP) must meet the same criteria as a CCOP and also have 40% of their new cancer patients from minority populations

# Community Clinical Oncology Program **CCOP**

National Cancer Institute, Division of Cancer Prevention

## Investigators may access

- Links to resource databases, population databases/registries
- Access to a large and broad menu of NCI-sponsored Phase I, II, and III trials within the CCOP network for potential collaborations
- Access to the Biometry Research Group for statistical analysis
- References and a publication database for cancer prevention science in the clinic and laboratory

For more information: <http://dcp.cancer.gov/programs-resources/programs/ccop>

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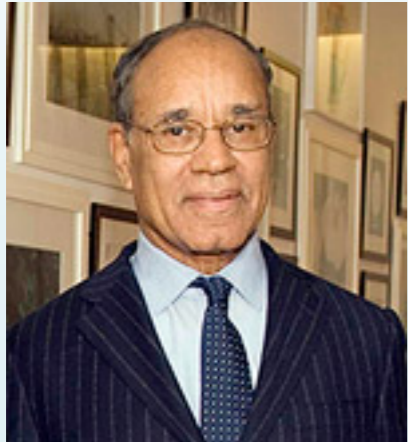
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# Patient Navigation



Founded and pioneered by Harold P. Freeman in 1990 for the purpose of eliminating barriers to timely cancer screening, diagnosis, treatment, and supportive clinical care.

## Concepts for Clinical Care

Recruitment practices for clinical trials to increase minority participation

# Patient Navigation Roots in Clinical Care for Patients

2005

The 2005 National Cancer Institute Center to Reduce Cancer Health Disparities Patient Navigator Research Project funded eight sites to develop successful models of navigation.

2005

The 2005 Health Resources and Services Administration Patient Navigator Outreach and Chronic Disease Prevention Program funded six grants for two years each.

2006

In 2006, the Centers for Medicare and Medicaid Services funded six demonstration projects targeting minority Medicare beneficiaries.

2007

In 2007, the American Cancer Society funded 60 patient navigation programs.

# Patient Navigation Barriers to Care Addressed

## Health System Issues

- Location of health-care facility
- System problems with scheduling care
- Medical and mental health comorbidity

## Financial Issues

- Insurance
- Transportation
- Employment

## Communication Issues

- Language Interpreter
- Communication concerns with medical personnel
- Literacy

## Other Considerations

- Child or adult care issues
- Attitudes towards providers
- Out of town or country
- Patient Disabilities

## Psychosocial Issues

- Perceptions or beliefs about tests or treatments
- Fear
- Social or practical support

# Patient Navigation Applied to Minority Recruitment

Navigators provide support services to overcome common barriers for minority patients who are considering enrollment in clinical trials



## Examples of patient navigation services to address these issues

- Brief clinic-based education about clinical trials
- Finding community resources to meet needs (local housing, transportation, etc.)
- Solving problems that interfere with adhering to recommended treatment
- Assistance in communicating with insurance agencies

**Patient Navigation Two Models for Minority Recruitment**

**Clinical Trials Shared Resource CTSR**

**Increasing Minority Participation in Clinical Trials IMPACT**

## Clinical Trials Shared Resource CTSR

Nashville General Hospital at Meharry (NGHM) and  
Vanderbilt-Ingram Cancer Center, Nashville, TN

- Meharry Medical College is a minority-serving educational institution with Nashville General serving as its clinical facility.
- Nashville General provides outpatient and inpatient care predominantly for patients who are under-insured and uninsured; 55% of the patients are African American.
- The CTSR was established at Nashville General and in collaboration with the Vanderbilt-Ingram Cancer Center.

# Clinical Trials Shared Resource CTSR

Nashville General Hospital at Meharry (NGHM) and  
Vanderbilt-Ingram Cancer Center, Nashville, TN

Using Database to match  
trials to patient needs

Identify Patient Needs

Nurse and research staff  
navigators



## CTSR Model

## The CTSR Model for Clinical Trial Recruitment

- Investigators developed a model for successful recruitment of minorities into clinical trials based on patient needs.
- Learn about the CTSR model at <http://www.ncbi.nlm.nih.gov/figure>

# Increasing Minority Participation in Clinical Trials **IMPACT**

Morehouse School of Medicine, Tuskegee University and the University of Alabama at Birmingham Comprehensive Cancer Center

**Patient Navigation**

**Community Health  
Advisor Network**

## **IMPACT Aims**

- Provide equal access to clinical trials for low-resource and minority patients
- Overcome barriers to participation and navigate through the healthcare system
- Assist with both the recruitment and retention of African American cancer patients in therapeutic cancer clinical trials



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# Recruitment and Retention Shared Facility **RRSF**

University of Alabama at Birmingham (UAB), Div of Preventive Medicine

**Led By:** Mona Fouad, MD, MPH, founded in 1998



- Based on years of successful minority trial recruitment, the RRSF staff collaborates with UAB researchers to enroll minority trial participants.
- RRSF utilizes innovative recruitment techniques and culturally relevant materials to engage participants from minority communities.

# Recruitment and Retention Shared Facility **RRSF**

University of Alabama at Birmingham (UAB), Div of Preventive Medicine

## Services Provided by RRSF

- Help with developing minority specific recruiting/retention plans
- Maintaining a real-time tracking by racial and ethnic subgroups
- Identifying potential population-specific participants and reaching them
- Conducting community outreach activities, onsite clinical trial recruitment, workshops on recruitment, and focus groups
- For more information: <http://www.uabfaces.com>

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## Midwest Cancer Alliance MCA

MCA Medical Director Dr. Gary C. Doolittle

- The Midwest Cancer Alliance (MCA) is a network comprised of the University of Kansas Cancer Center and 14 institutional partners (universities, health system clinics, hospitals) throughout Kansas and western Missouri
- Utilizes telemedicine to reach out to the community and provide care “close to home” for rural residents in the region
- Patients can enroll in cooperative group and pharmaceutical trials, which are traditionally available only in urban cancer centers, to minimize the burden of travel

# Related Articles

## Patient Navigation

- Schapira, L. and R. Schutt, Training Community Health Workers About Cancer Clinical Trials. *Journal of Immigrant and Minority Health*, 2010: p. 1-8.
- Steinberg, M.L., et al., Lay patient navigator program implementation for equal access to cancer care and clinical trials. *Cancer*, 2006. 107(11): p. 2669-2677.
- Ford, M.E., et al., Enhancing Adherence Among Older African American Men Enrolled in a Longitudinal Cancer Screening Trial. *The Gerontologist*, 2006. 46(4): p. 545-550.
- Robinson, J.M. and W.M. Trochim, An examination of community members', researchers' and health professionals' perceptions of barriers to minority participation in medical research: an application of concept mapping. *Ethn Health*, 2007. 12(5): p. 521-39.

## Clinical Trials Shared Resource

- Wujcik D and Wolff S. *J Health Care Poor Underserved*. 2010 February ; 21(1 Suppl): 38–50

# EMPACT

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Enhancing  
Minority  
Participation  
in Clinical Trials