



MEMORANDUM

TO: Members of the Coalition for Clinical Trials Awareness

FROM: John Barnes, Executive Director, Coalition for Clinical Trials Awareness

RE: CALL TO ACTION - Congressional district events and media opportunities during Clinical Trials Awareness Week

DATE: April 24, 2015

Introduction

Clinical Trials Awareness Week (CTAW) is **May 4-8, 2015**. The Coalition for Clinical Trials Awareness (CCTA) is coordinating two events in key congressional districts to highlight CTAW and the need for a public awareness campaign encouraging patient participation in clinical trials.

The **congressional district events** will include:

- A tour of a clinical research facility
- An onsite meeting between members of Congress (or their staff) and CCTA member group volunteers about the importance a clinical trials awareness and our support for a federally sponsored public awareness campaign
- Media opportunities, both leading up to and during the events at the research facilities

These events will complement other CTAW activities and materials that CCTA is sponsoring with PhRMA and other organizations, including:

- A toolkit on media and social media activity
- A video highlighting the lack of public awareness on clinical trial participation
- A Tweet chat during CTAW
- *Aware for All*, an event on May 5 at George Washington University in Washington, DC.

I would like to take this opportunity to thank John Lewis, Senior Vice President, Policy & Public Affairs for the Association of Clinical Research Organizations (ACRO), a member group of CCTA, for his assistance in identifying research facilities who are members of ACRO in these congressional districts.

District Event Locations and Date/Time

Below are the facilities and locations for each of the events:

Tennessee

- ICON Clinical Research
- 320 Seven Springs Way, Suite 500, Brentwood, Tennessee
- Thursday, May 7 from 10:00 a.m. to 11:00 a.m.

North Carolina

- Quintiles
- 4820 Emperor Boulevard, Durham, North Carolina
- Thursday, May 7 from 11:00 a.m. to 12:00 noon

Members of Congress for the District Events

The members of Congress for these events are listed below. Also listed below are relevant committee assignments where applicable:

Tennessee

- Rep. Jim Cooper (D-TN-5)
- Rep. Marsha Blackburn (R-TN-7)
 - House Energy and Commerce Committee (Vice Chair), Health Subcommittee
 - NOTE: Rep. Blackburn's district is right next to the ICON facility
- Lamar Alexander (R-TN)
 - Senate HELP Committee (Chair), Primary Health and Retirement Security Subcommittee
 - Senate Appropriations Committee, Labor, HHS, Education, and Related Agencies Subcommittee
- Bob Corker (R-TN)

North Carolina

- Rep. David E. Price (D-NC-4)
 - House Appropriations Committee
- Senator Richard Burr (R-NC)
 - Senate Finance Committee, Health Care Subcommittee
 - Senate HELP Committee, Primary Health and Retirement Security Subcommittee
- Senator Thom Tillis (R-NC)

We will be inviting the members to attend but, due to the congressional schedule, it is more likely that their district staff will be participating in the events.

CCTA Member Participation

Hosts for the Congressional District Events

In addition to CCTA and the Association of Clinical Research Organizations, Andrew Spiegel of the Global Colon Cancer Association has graciously agreed to serve as host for the event in Brentwood, Tennessee and Susan Campbell of WomenHeart-The National Coalition for Women with Heart Disease has graciously agreed to serve as host for the event in Durham, North Carolina.

Volunteer Mobilization

Each CCTA member group will be asked to identify and mobilize your volunteers in the congressional districts to attend the facility tour and participate in the congressional meeting at the facility tour. CCTA member groups will also be asked to participate in the media opportunities leading up to the events as well as media opportunities at the research facilities.

When you have identified your volunteers, please send their names and contact information to me directly (johnbarnes@cctawareness.org) as I will be developing the list of attendees.

Our goal is to have at least one representative from each CCTA member group at each congressional district event... so thank you in advance for your help in achieving this goal!

Media Opportunities

Use the following suggestions to maximize the publicity surrounding the CTAW events.

Preparation

Tease the visit by announcing through your organization's blog, newsletter and social media channels. For example:

- *Newsletter blurb:* We look forward to being with [member of Congress] on [date] at [facility] to discuss the need for public awareness on clinical trials enrollment.
- *Twitter countdown:* Five more days until [@Congressman's Twitter handle] joins us for a tour of [facility] to celebrate #CTAW2015!
- *Website events calendar.* List the visit in an "Events" section of your organization's website.

Alert the media

- CCTA will be coordinating with ICON and Quintiles on alerting the local media about the event. This will include inviting them to join attend and cover the event. We will also work with ICON and Quintiles on sending out a press release after the event concludes.

Event To-dos

- Have a camera or camera phone on hand. Snap as many photos as you can, including at least one of your hosts and the member of Congress (or their staff).
- Listen for something "quotable." We'll want to include a positive quote from the member of Congress or their staff in the press release.
- If possible, have someone post on Facebook or Tweet a few times during the event itself. Include photographs. You can use #CTAW2015, #ClinicalTrials or #ClinicalTrial to link with others celebrating Clinical Trials Awareness Week.

Follow Up

- One the press release has been sent out, post it on your website, link to it via Twitter and Facebook, and post on your blog.
- Thank the member of Congress *publicly*. Use Twitter and Facebook to thank them for their attention to an important topic – using their Twitter handles so they and others can see. Tag them in photos of the event that you share online.
- Thank the member of Congress *personally*. Follow up with a handwritten thank-you note directed to their district office.
- Submit a letter to the editor to your local newspaper about the member's visit and why the issue is important. You can use sample language from the Clinical Trials Awareness Week national media toolkit to help.
- Submit an op-ed to a regional or state newspaper about the visit, the issue and CCTA. You can use sample language from the Clinical Trials Awareness Week national media toolkit to help. CCTA staff can also assist you with preparing a draft.

I would like to thank all of the members of the Coalition for Clinical Trials Awareness for helping to make the events and initiatives during Clinical Trials Awareness Week a big success. And, as always, thank you for being a member of CCTA!