

CLINICAL
TRIALS
AWARENESS WEEK

TOOLKIT

May 4 - 8, 2015

ABOUT CLINICAL TRIALS AWARENESS WEEK

Developing new medicines is a lengthy and complex process, relying heavily on volunteer participation to evaluate potential therapies for safety and effectiveness in clinical trials. However, the clinical trial process has become increasingly time-consuming and complex, which has directly impacted the time and resources necessary for new treatments to become available to patients.

One of the biggest obstacles to the successful completion of clinical trials is finding volunteers to participate in the research, leading to delays in the timely availability of new medicines to the patients who need them. According to the Tufts Center for the Study of Drug Development, two-thirds of investigative sites fail to meet patient enrollment requirements for a given trial.

Clinical trials may benefit participants by providing them the opportunity potentially to receive an investigational drug that is not available to people outside the trial. In addition, they may receive treatment from a clinical research team that provides careful oversight of their medical condition. Also, many participants report great satisfaction in playing a key role in advancing medical science and helping scientists find new treatments that will help more people live longer, healthier lives. Under federal law, clinical trials are regulated by the Department of Health & Human Services as well as an Institutional Review Board that is meant to help ensure that the potential benefits outweigh the known risks involved in a clinical trial.

Clinical Trials Awareness Week, May 4 - 8, 2015, is an ideal time to raise awareness about the importance of clinical trial participation and recognize the individuals who have made new, innovative treatments a reality for patients worldwide - clinical trial researchers and participants. By shining a spotlight on these unsung heroes, we can raise awareness about the benefits of participating in a clinical trial.

Here are the resources you'll find in the toolkit to join us in celebrating Clinical Trials Awareness Week.

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For more information about Clinical Trials Awareness Week or any of the materials included within this toolkit, please contact Emily Read at emilyr@moorecommgroup.com or (850) 224-0174.

SCHEDULE OF EVENTS

Clinical Trials Awareness Week Twitter Chat

Elevate the conversation surrounding the need for increased participation in clinical trials by getting involved in the Clinical Trials Awareness Week Twitter Chat. Join hundreds of individuals and organizations that believe everyone should have the opportunity to learn more about clinical trials.

- **Date:** Thursday, May 7, 2015
- **Time:** 2 - 3 p.m. EST
- **Hashtag to use:** #CTAW

Center for Information and Study on Clinical Research Participation (CISCRP) AWARE for All

The Center for Information and Study on Clinical Research Participation (CISCRP) is hosting AWARE for All, a free educational program about clinical research, in the Washington, D.C. area.

AWARE for All serves as a platform for dialogue during Clinical Trials Awareness Week and will offer an opportunity for local patients, members of the public, and research professionals to share their insights about the importance of participating in clinical trials.

- **Date:** Tuesday, May 5, 2015
- **Time:** 4 - 8 p.m. EST
- **Location:** Marvin Center, George Washington University, 800 21st St. NW

Interested in being an exhibitor or attending the event? Please email awareforall@ciscrp.org or call (617) 725-2750.

For more information, please visit <https://www.ciscrp.org/programs-events/events/aware-washington-d-c/>.

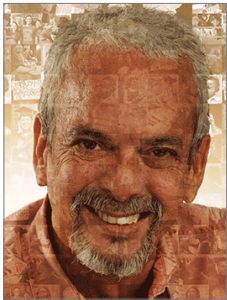
Coalition for Clinical Trials Awareness District Events

The Coalition for Clinical Trials Awareness (CCTA) is coordinating events in key congressional districts to highlight Clinical Trials Awareness Week and raise awareness about the need for patient participation in clinical trials.

For more information, please visit cctawareness.org.

FACES OF CLINICAL TRIALS AWARENESS WEEK

Without the individuals who volunteer to participate in clinical trials, the development of new medicines would not be possible. Clinical Trials Awareness Week exists to highlight these unsung heroes – the patients and the researchers that make innovative, often life-saving treatments a reality for patients worldwide.



“I’m living proof that, thanks to medicine and hope, we can live with disease.”

When Harold Baquet was diagnosed with stage 4 colon cancer, he was given three to six months to live after a sigmoidectomy. Then, the cancer had metastasized to his liver. Scared and unsure of his options, he recalls the inspiring words of his local oncologist: “Lots of people live with cancer treatment every day.” That was six and half years ago. After completing all FDA approved chemotherapy options, Harold enrolled in a clinical trial and would go on to participate in two more. Recently, he learned these treatments bridged the gap to allow him to receive another surgical procedure to treat his cancer.

“I am grateful to my treatment team, and for their willingness to take bold steps. There is no doubt that their commitment to science, including these clinical trials, has extended my life and will do so again.”



“Participating in a clinical trial was the best decision I’ve ever made.”

Jeri Burtchell was diagnosed with an aggressive case of relapsing-remitting multiple sclerosis in 1999. After eight years of near constant relapses accompanied by pain so unbearable she could hardly move, she joined a clinical trial. She credits the trial with restoring her health and quality of life. Now an ardent advocate for clinical trial participation, Jeri serves as Director of Patient Initiatives for HealthiVibe, LLC.

“I went from relapsing every three to four months and being miserable all the time to not having another relapse for over six years. When I finally did have one, it was so mild I had to have a doctor verify it. The clinical trial changed my life.”



“Ultimately, we all want to improve the health of our community.”

Olveen Carrasquillo, M.D., M.P.H., is chief of the Divisions of General Internal Medicine and Health Services Research and Policy in the Department of Public Health Sciences at the University of Miami. Dr. Carrasquillo also leads the Community Engagement and Cultural Diversity Program of the Miami Clinical and Translational Science Institute. A strong advocate for educating individuals about the importance of clinical trial participation, Dr. Carrasquillo and his team use a community-based approach to develop and recruit for clinical trials, including disseminating culturally sensitive materials. This helps individuals feel like they are truly part of the important work being done.

“Clinical trials offer big benefits not only to the patient, but society, in general. By participating in a clinical trial, you’re helping us learn how to better treat you and patients like yourself.”



“I’m definitely someone who benefitted from scientific advancements, so I joined a clinical trial to give back.”

Nina Martinez was diagnosed with HIV in 1991, after receiving tainted blood through a transfusion as a baby. More than two decades later, she’s a healthy, happy adult. She credits the development of HIV medications to treat children in the late 1980s and early 1990s with her survival. In college, she began volunteering for clinical trials to give back to the science that helped save her life and has become an fervent advocate for clinical trial participation.

“Health literacy is so important, and learning about the benefits of clinical trial participation is part of it. We all have different contributions to make and joining a clinical trial can have a huge impact on yourself and others.”

SOCIAL MEDIA CHEAT SHEET

Use these messages below to help amplify the important message of clinical trial participation during Clinical Trials Awareness Week.

Sample Tweets:

- Clinical Trials Awareness Week celebrates *#clinicaltrial* researchers and participants. *#CTAW2015*
- *#Clinicaltrials* make new, innovative treatments a reality for patients worldwide. *#CTAW2015*
- Without the contributions of *#clinicaltrial* participants, medical advancements would not be possible. *#CTAW2015*

Sample Facebook Posts:

- Clinical Trials Awareness Week celebrates medical innovations of today and the treatments of tomorrow. *#CTAW2015*
- Clinical Trials Awareness Week recognizes the unsung heroes – clinical trial researchers and participants who have made new, innovative treatments a reality for patients worldwide. *#CTAW2015*
- Clinical trials advance scientific knowledge that may lead to innovative treatments. Join us in celebrating Clinical Trials Awareness Week. *#CTAW2015*

Relevant Hashtags:

#CTAW2015
#clinicaltrials
#clinicaltrial

SAMPLE ARTICLE

Use this as a blog, email and/or newsletter article, and feel free to customize. Need some help perfecting this for your target audiences? Please email Emily Read at emilyr@moorecommgroup.com.

Whether you've taken a medication today to manage a chronic disease or simply to keep a headache at bay, you know that medical innovations have the power to change lives. But these breakthroughs don't just happen. Developing new medicines is a lengthy and complex process, relying heavily on volunteer participation to evaluate potential therapies for safety and effectiveness in clinical studies. Without the patients who volunteer to participate in clinical trials, the development of new medicines would not be possible.

During Clinical Trials Awareness Week, May 4 - 8, 2015 we recognize the individuals who have made new, innovative treatments a reality for patients worldwide - clinical trial researchers and participants. By shining a spotlight on these unsung heroes, we can raise awareness about the importance of participating in a clinical trial.

Clinical trials may benefit participants by providing them the opportunity potentially to receive an investigational drug that is not available to people outside the trial. In addition, they may receive treatment from a clinical research team that provides careful oversight of their medical condition. Also, many participants report great satisfaction playing a key role in advancing medical science and helping scientists find new treatments that will help more people live longer, healthier lives. The Center for Information and Study on Clinical Research Participation (CISCRP) reports that 95 percent of clinical trial participants would consider joining a future clinical trial.

Everyone should have access to helpful information about clinical trials and the opportunity to determine if participating in a clinical trial is the right choice for them. Join us in spreading the word about the importance of clinical trial participation.