



CONNECT ENGAGEMENT PLAN

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Goals

- 1. SPREAD ACCURATE INFORMATION ABOUT CLINICAL TRIALS USING FLYERS, POSTCARDS, AND MAILERS**
- 2. PROVIDE A SOLID KNOWLEDGE BASE THAT CAN BE BUILT UPON DURING THE CONNECT PROGRAM**
- 3. PROVIDE CLEAR AND CONCISE INFORMATION THAT ADDRESSES THE SPECIFIC CONCERNS AND INTERESTS OF THE TARGET AUDIENCE**

Target Audience

In order to bridge the disparities in clinical research participation, we aim to engage 3 specific communities with our outreach materials:

- **Black Community**
- **Latino Community**
- **Women**

Plan



- Determine the intended results
- Design the materials with uniform methods
- Give materials to peer advocates
- Hand out materials to intended communities
- Prepare and analyze feedback
- Make changes based on results
- [Sample Survey](#)

General Flyers (English)

CLINICAL TRIALS

Myth vs. Fact

MYTH: Clinical trials are dangerous because they use new practices and medicines.

FACT: All clinical trials are reviewed by a group of doctors, nurses, scientists, and community members who decide if the trial is safe and ethical.

MYTH: Participating in clinical trials is expensive.

FACT: There is no cost for volunteers to participate and they are often reimbursed for their time and travel.

MYTH: Once I decided to participate, I can't change my mind or leave the trial.

FACT: Clinical trials rely on voluntary participation. You are free to leave a clinical trial at any time.

MYTH: My health insurance may not cover the cost of participation.

FACT: Insurance companies and Medicare are legally bound to cover the reasonable patient costs of participation in a clinical trial.

MYTH: You have to be ill to participate.

FACT: Clinical trials often need a diverse group of healthy volunteers.

WHAT IS A CLINICAL TRIAL?

A clinical trial tests the effectiveness of treatments, medication, procedures, and tools with people through different phases.

Chicken Pox is now a less common disease thanks to the Varicella vaccine which went through a series of clinical trials to test its safety and effectiveness!

Diversity in trials helps to make sure scientists and clinicians will develop treatments that can work well for ALL people.

Laboratory Studies

Phase 1
Focus on Safety and Finding the Proper Dose

Phase 2
Further Evaluate Safety and Monitor Side Effects

Phase 3
Confirm Effectiveness and Monitor Safety

Phase 4
Treatment is Approved and Available

Targeted Flyers (English)

Is a CLINICAL TRIAL Right for You?

A clinical trial may be right for you if you want to:

Help others, including future family members, and your community

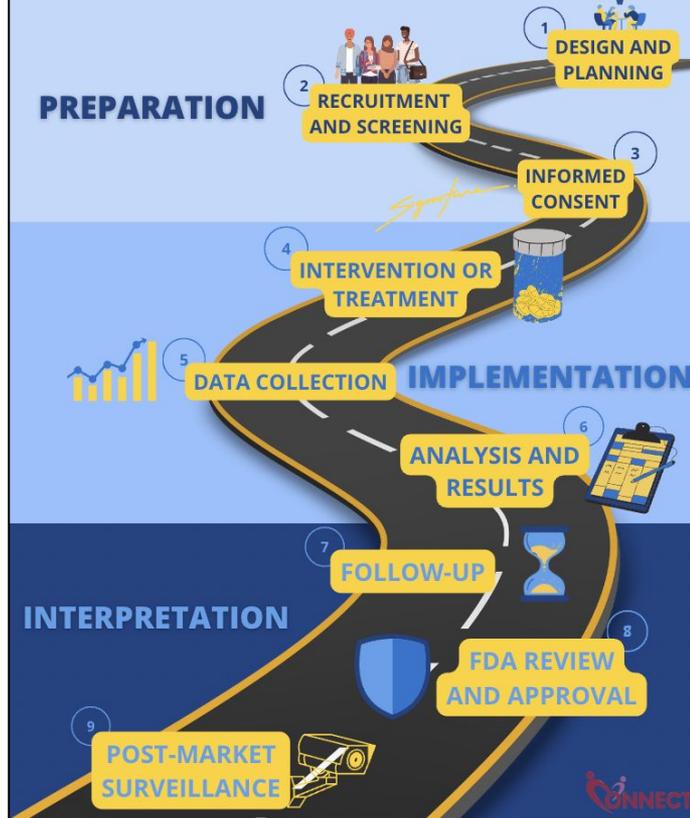


Receive **expert care** and be **regularly monitored** by medical professionals

Have access to **early detection, diagnosis** of any issues, and receive **treatment** for your needs



THE CLINICAL TRIAL PROCESS



Mailers (English)

WHAT IS A CLINICAL TRIAL?

A clinical trial tests the effectiveness of treatments, medication, procedures, and tools with people through different phases. There are benefits to participating including:

Receive expert care and be regularly monitored by medical professionals

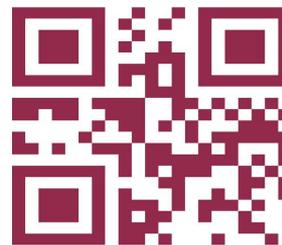
Help others, including future family members, and your community.

Have access to early detection, diagnosis of any issues, and receive treatment for your needs

Diversity in trials helps to make sure scientists and clinicians will develop treatments that can work well for ALL people.



Interested In Learning More
About Clinical Trials, Join
CONNECT




SCAN ME

123-456-7890
connect@gmail.com

General Flyers (Spanish)

ENSAYOS CLÍNICOS

Mito vs. Realidad

MITO: Los ensayos clínicos son peligrosos porque utilizan prácticas y medicamentos nuevos.

REALIDAD: Todos los ensayos clínicos son revisados por un grupo de médicos, enfermeros, científicos y miembros de la comunidad para garantizar su seguridad y ética.

MITO: Participar en ensayos clínicos es caro.

REALIDAD: No hay ningún costo para los voluntarios que participan y a menudo se les reembolsa por su tiempo y gastos de viaje.

MITO: Una vez que decido participar, no puedo cambiar mi decisión o abandonar el ensayo.

REALIDAD: Los ensayos clínicos se basan en la participación voluntaria. Usted tiene la libertad de abandonar el ensayo en cualquier momento.

MITO: Mi seguro médico no cubre los costos de participación.

REALIDAD: Las compañías de seguros y Medicare están legalmente obligadas a cubrir los costos razonables del paciente para participar en un ensayo clínico.

MITO: Es necesario estar enfermo para participar.

REALIDAD: Los ensayos clínicos a menudo necesitan un grupo diverso que incluye voluntarios sanos.

¿QUE ES UN ENSAYO CLÍNICO?

Un ensayo clínico prueba la efectividad de tratamientos, medicamentos, procedimientos y herramientas en personas a través de distintas fases.

¡La varicela ahora es una enfermedad menos común gracias a la vacuna que desarrollaron a través de una serie de ensayos clínicos para probar su seguridad y efectividad!

La diversidad en los ensayos ayuda a asegurar que los científicos y los clínicos desarrollen tratamientos efectivos para TODAS las personas.

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graph TD; A[Estudios de laboratorio] --> B[Fase 1]; B --> C[Fase 2]; C --> D[Fase 3]; D --> E[Fase 4];
```

Fase 1: Enfoque en seguridad y búsqueda de dosis adecuada

Fase 2: Evaluación adicional de seguridad y observación de efectos secundarios

Fase 3: Confirmación de efectividad y evaluación de seguridad

Fase 4: Tratamiento es aprobado y disponible

Targeted Flyers (Spanish)

¿Es adecuado un ensayo clínico para usted?

Un ensayo clínico podría ser adecuado para usted si desea:

Ayudar a otros, incluyendo a futuros miembros de su familia y a tu comunidad



Recibir **atención experta** y ser **monitoreado regularmente** por profesionales médicos

Tener acceso a **detección temprana, diagnóstico** de cualquier problema y recibir **tratamiento** personalizado



PROCESO DE UN ENSAYO CLÍNICO

PREPARACIÓN



Significa

IMPLEMENTACIÓN



INTERPRETACIÓN



Mailers (Spanish)

¿QUE ES UN ENSAYO CLÍNICO?

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La diversidad en los ensayos ayuda a asegurar que los científicos y los clínicos desarrollen tratamientos efectivos para TODAS las personas.



¿Interesado en obtener más información sobre los ensayos clínicos?
Únase a **CONNECT**




ESCANÉAME

123-456-7890
connect@gmail.com

How to Use

Handing Out Flyers

Community events:

- bmoreconnect.org/events
- baltimore.org/events
- baltimoresun.com/events/calendar
- Prioritizing events intended for the communities we are trying to target / commonly attended by members of the three communities

Filtering Flyers

Which flyers should we hand out
- targeted or general?

Asking the individual questions:

- Do you know what a clinical trial is?
- Have you ever considered participating in a clinical trial?
- Deciding based on responses

How to Use

Posting Flyers

Where should we post them?

Locations that members of the three communities commonly inhabit / visit...

- Women: OB/GYN offices, nail and hair salons, yoga and pilates studios, etc.
- Community centers, restaurants, gyms, parks, grocery stores, etc.

Mailers

How do we know who / where to send mail?

Purchase direct mailing lists

- Filter by gender
 - Female
- Filter by race
 - Hispanic
 - African American
- Lower end: \$30.00 - \$100.00 per 1,000 mailing addresses

Consumers by Ethnicity

Home » Consumer Mailing Lists » Consumers by Ethnicity

Use our ethnicity and demographic selections to reach the right prospects.

Our consumers by ethnicity mailing list can provide you with the insight you need to reach the right niche market to promote your product or service.

Whether you want to target new prospects by ethnicity or enhance your existing database of customers, you won't find a more complete and accurate database.

Using this mailing list, you can pinpoint exactly which consumer criteria you'd like to target, giving you the freedom to reach the right prospects with select, advanced demographics. You can also narrow down your mailing list by specific target markets based on a number of different factors.

This consumer database allows you to reach prospects of a specific ethnicity, giving you the ability to communicate your message more effectively. You can choose by nationality, religious preference, and language preference.

Get a Free Quote
CALL: 844.751.7191

*** indicates required fields

List Type*
Automotive Mailing List

First Name*

Last Name*

Email*

Company Name*

Phone*

Questions/Comments

Geography

- States & Province
- Counties
- Cities
- Radius around an address or ZIP Code & Postal Code
- Metro Areas
- Area Codes
- Carrier Routes
- Neighborhoods

Search your list by:

Basic Demographics

- Age
- Gender
- Estimated Household Income
- Marital Status



Methods

What to include in flyers, mailers, and other paper mail to be distributed

INTRODUCTION AND PURPOSE

Title:

- Use a clear and attention-grabbing title that conveys the purpose of the flyer

Introduction:

- Begin with a brief introduction that emphasizes the importance of diverse representation in clinical trials and the potential benefits for the community.

IMPORTANT INFORMATION AND ELIGIBILITY

Key Information:

- Clearly state the eligibility criteria, including specific details about the targeted population. For example, mention age, gender, health conditions, or other relevant factors.
- Highlight any specific health conditions or areas of research being addressed in the clinical trials

Privacy and Confidentiality:

- Assure participants that their personal information and medical data will be kept confidential and dealt with in compliance with privacy regulations

PARTICIPANT BENEFITS, SUPPORT, AND ENGAGEMENT

Benefits of Participation:

- Outline the potential benefits of participating in clinical trials, such as access to cutting-edge treatments, personalized care, close monitoring by medical professionals, and the opportunity to contribute to medical advancements

Compensation and Support:

- Clearly state the opportunities for compensation or reimbursement for participation, including details about travel expenses, medication, and any additional support provided during the trial

PARTICIPANT BENEFITS, SUPPORT, AND ENGAGEMENT

Language and Cultural Sensitivity:

- Ensure the flyer is available in the languages commonly spoken within the target communities
- Include culturally sensitive imagery and messages to establish a connection with the community

Disclaimer:

- Add a disclaimer to clarify that participation in clinical trials is voluntary, and participants have the right to withdraw at any time without consequences

PARTICIPANT BENEFITS, SUPPORT, AND ENGAGEMENT

Contact Information:

- Provide clear contact details for interested individuals to learn more or inquire about participation. Include a phone number, email address, and any additional relevant contact information.

Additional Resources:

- Include a list of local community organizations, clinics, or hospitals that participants can reach out to for more information or assistance
- Diverse graphics
- Easy-to-read language, fonts, and colors

Next Steps

- Use the methods to create more outreach materials that include concise information, diverse graphics, and accessible contact points
- Always be transparent about the goals and purpose of CONNECT and clinical trials
- Distribute outreach materials to the community at various events and meetings
- Be open to feedback and willing to change any outreach materials to make them more accessible

Thank You

Any questions?