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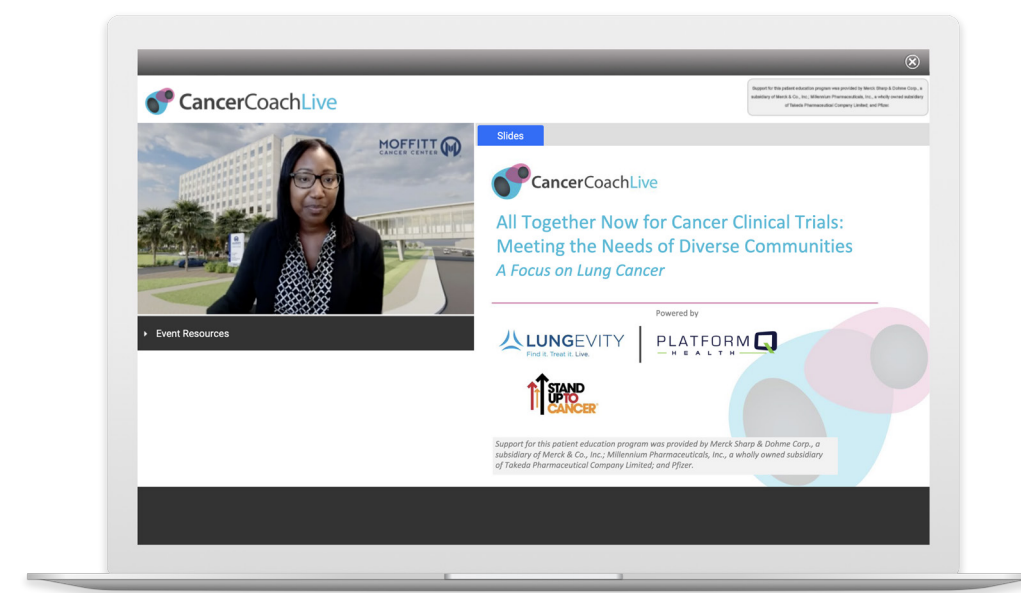
The Power of Education to Debunk Myths and Misconceptions about Clinical Trial Participation Among People from Diverse Racial and Ethnic Backgrounds

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INTRODUCTION

Racial and ethnic groups have historically been underrepresented in clinical trials. Patients' access to clinical trials is often cited as a measure of quality cancer care. BlackDoctor.org (BDO) recently surveyed Black/African American people and found that **60%** of them were not open to clinical trial participation. The aims of the education presented were to increase awareness of clinical trials for lung-cancer treatments and break down barriers to participation in those trials.



METHODS

Leveraging Partnerships to Reach the Right Learners with the Right Information

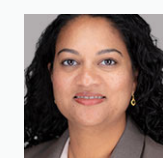


The content of the program was reviewed by the FDA Office of Minority Health and Health Equity (OMHHE), as well as FDA Oncology Centers of Excellence.

A Diverse Expert Faculty Panel:



Jhanelle Gray, MD
Department Chair, Program Leader & Senior Member, Thoracic Oncology
Co-Leader, Molecular Medicine Program, Moffitt Cancer Center



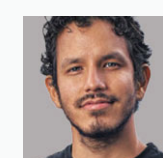
Susan Vadaparampil, PhD, MPH
Senior Member and Associate Center Director of Community Outreach, Engagement, & Equity
Co-Program Director, Moffitt Behavioral Oncology Postdoctoral Training Program, Moffitt Cancer Center



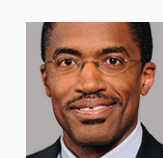
Amit Tandon, MD
Assistant Professor of Medicine
Pulmonary/Critical Care and Interventional Pulmonology
Specialist Thoracic Oncology Program Director, Interventional Pulmonology Program, Moffitt Cancer Center



Ronald Hubbard - Lung Cancer Clinical Trial Patient
Ronald discussed his experience with a clinical trial and outlined the benefits of his participation.



Giancarlo Oviedo - Lung Cancer Clinical Trial Patient in Remission
Giancarlo discussed his lung-cancer diagnosis and how his care team brought up clinical-trial participation as part of his care. Giancarlo is currently in remission as a result.



Lanse Scriven - Biomarker Testing Patient
Lanse discussed his experience with biomarker testing and his involvement with the George Edgecomb Society at Moffitt Cancer Center. The George Edgecomb Society works to eradicate health care disparities, particularly as it relates to African Americans and persons of African descent.

Educational Design/Methodology:

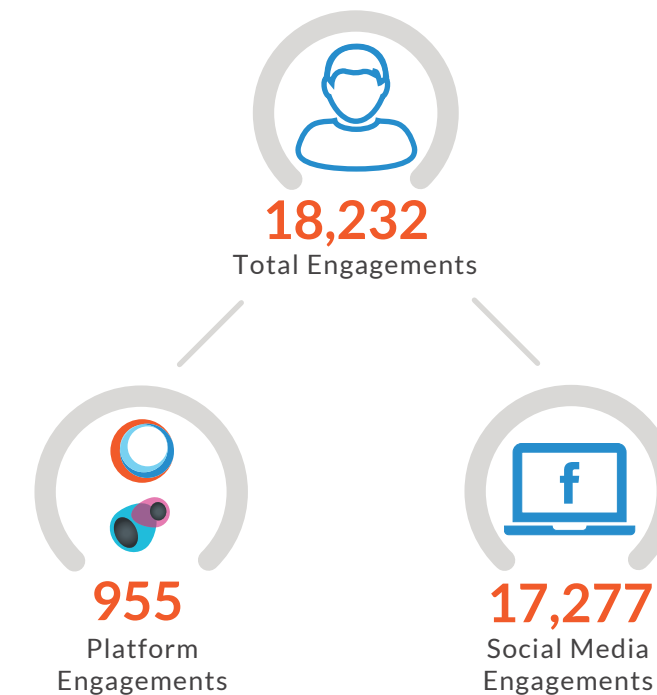
Educational Design: Lively panel discussion developed in collaboration with a patient who had clinical trial experience. Activity incorporated downloadable slides, 2 pre-recorded patient video vignettes, a patient-resource hub, and polling questions. Educational segments were selected for social media outreach.

Outcomes Methodology:

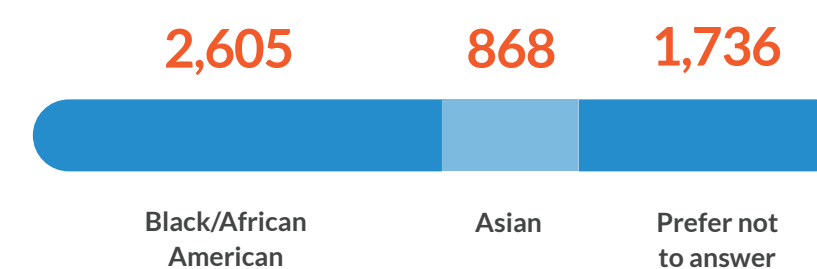
- Pre- and post-activity questions collected demographic information; changes in knowledge and attitudes about clinical-trial participation; self-reports of information-seeking behavior, including discussions about clinical trials with health care providers; and engagement with other community members about clinical-trial participation.
- Polling questions asked during the activity were designed to evaluate participants' confidence, attitudes toward clinical trials, and barriers to participation in research. To limit barriers to participation, learners were not required to respond to the questions.

RESULTS

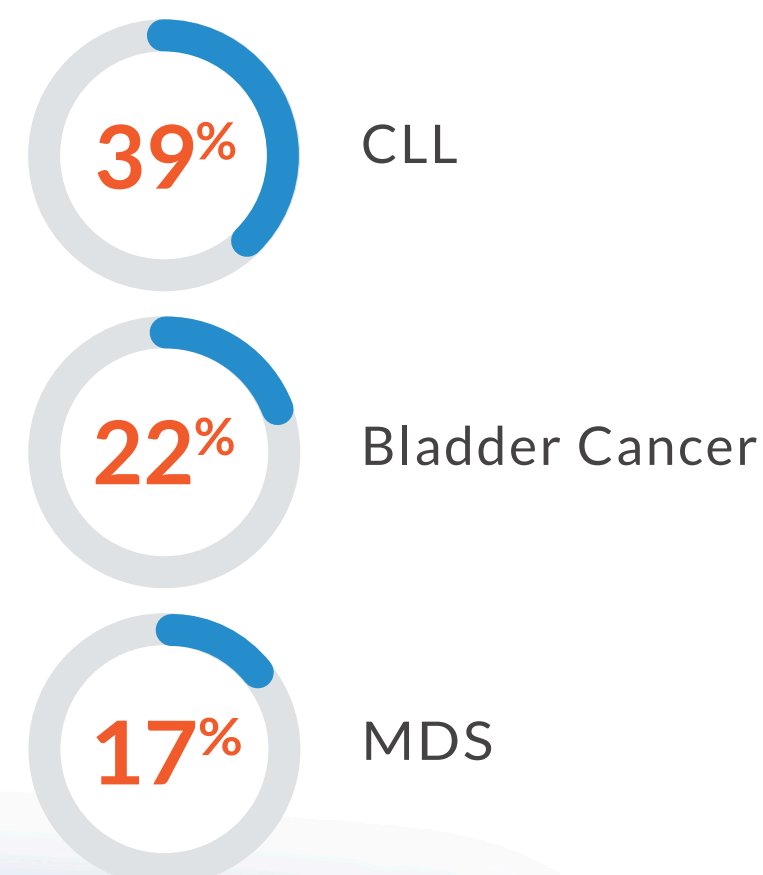
Engagement/Demographics



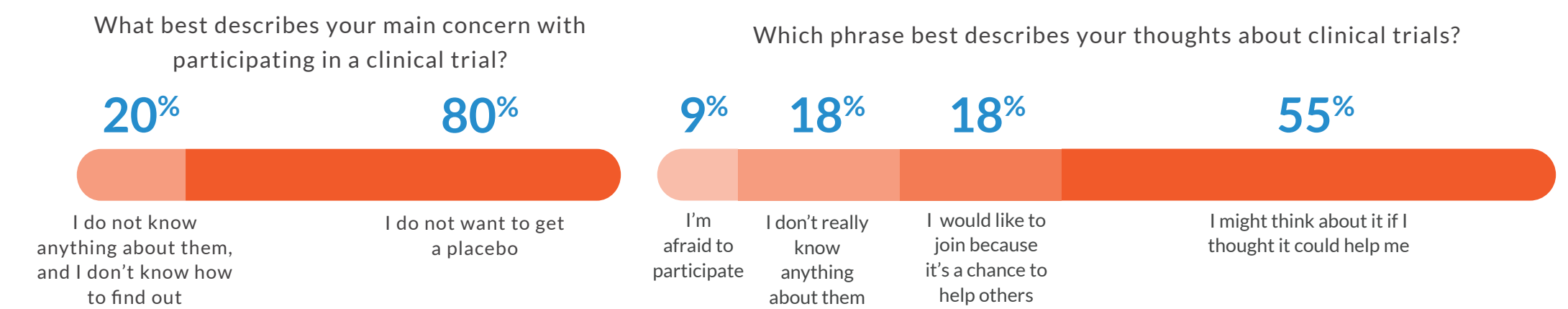
Non-White Racial Demographics



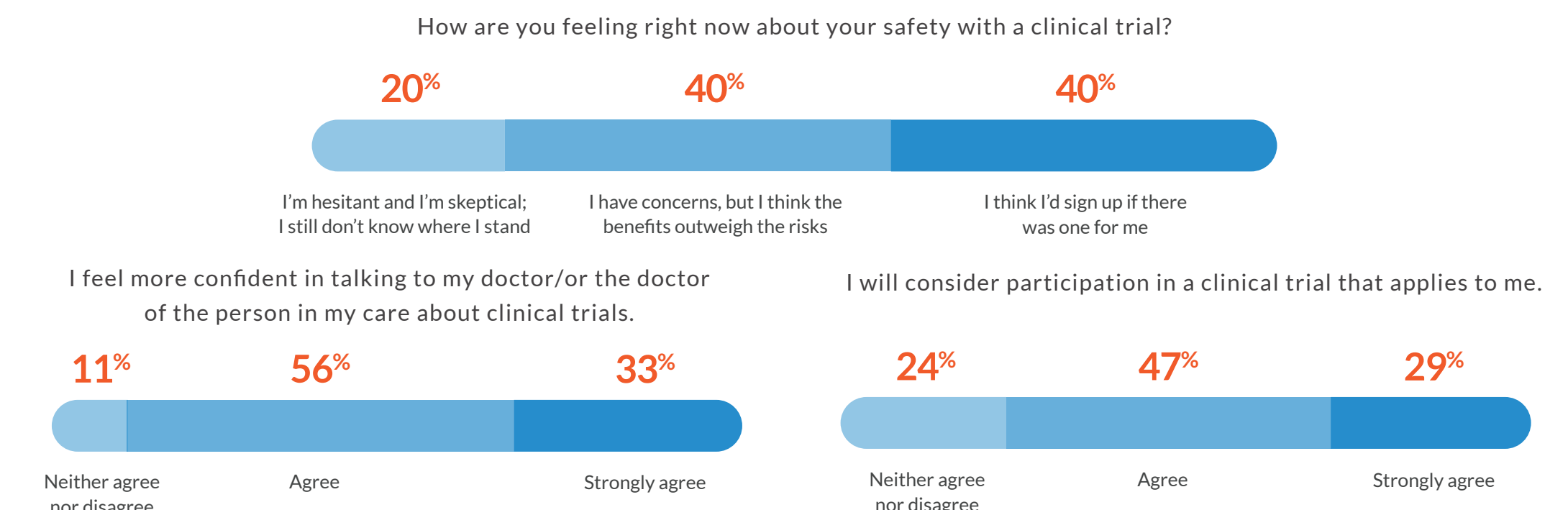
Top 3 Types of Cancer Indicated



Attitudes Toward Clinical Trial Participation Before the Education

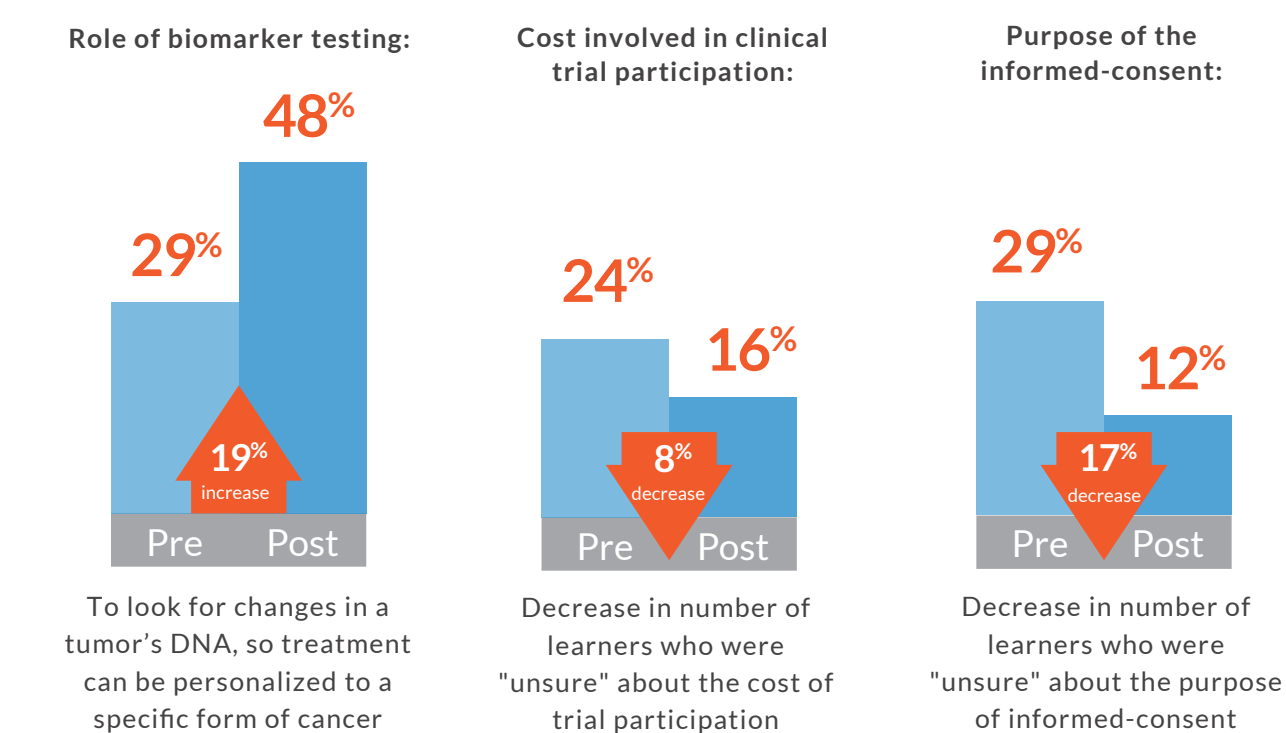


Attitudes and Beliefs Regarding Clinical Trials After the Education



80% agree it is important to include a diverse population of participants in a clinical trial to know if medications are effective and safe for everyone.

Examples of Change in Knowledge



Reported Behavior Changes

- I'm more interested in participating in [a trial] if necessary.
- Better research into clinical trials.
- Follow up with my PCP and oncologists regarding possible clinical trials.
- Consider specific trials for HER2+.
- Find a treatment that works for moderate-to-high-risk MDS.

Improvements and Next Steps: Continuation of marketing efforts with BDO and identification of other partners with access to other diverse communities.

CONCLUSIONS

Data support the benefit of education in improving the provision of equitable health care for patients from diverse ethnic and racial backgrounds. Findings demonstrate the strength of partnerships to develop and distribute education that truly addresses the needs of patient communities, induces behavioral changes, and increases information-seeking among patients/caregivers. Through collaborations with the OMHHE, Cancer Centers of Excellence, and other strategic partners, we were able to connect with and engage hard-to-reach audiences who historically have been reluctant to enroll in clinical trials.