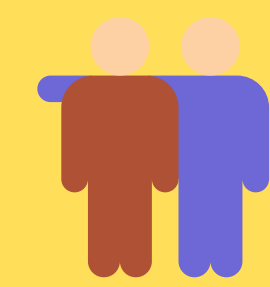


IMPROVING THE PARTICIPATION IN CLINICAL TRIALS OF AFRO-CARIBBEAN WOMEN DIAGNOSED WITH BREAST CANCER



CHALLENGES



Trust

False media
Fear
Side effects-health



Lack of support

Family pressure



Time

Trials last too long



ADDRESSING PAIN POINTS



Raising Awareness

Programs, clinical trial month as a way to promote community awareness

Building trust

Leaders, churches, trainings to everyone is comfortable and safe

Financial support

Reimburse for travel, stipends so that participants still maintain livelihood. Make clinical trial more specific

Criteria

Afro-caribbean women

SOME FACTS

- 83% Black respondents consider in participating in clinical trials
- 40% Black respondents reported no one on their care team had discussed trials
- 73% Black respondents concerned about the side effects in the clinical trial.
- 63% Black respondents concerned about the effectiveness
- Black (32%) vs Non-Black (56%) respondents indicated trust that all races/ethnicities get fair treatment in trials.

SOLUTION--WORKSHOP



Series of informal workshops
3 times a year (April, July, October)
Link with themes (Easter, Summer, Halloween)



October: Clinical diversity month with Halloween



Bring family members, day care facility-kids



Benefits: education, offer support, build up trust



OUTREACH APPROACH



Local communities and societies

Black Women Rising, Black Mamas Matter Alliance, churches, collaborating with Eventbrite for easy access to event.

Education

Clinical trial month in schools



HOW DOES SUCCESS LOOK LIKE?



Short term-Workshops

Turn-over rate of the event
Feedback survey after the workshop

Long term-Clinical trials

black women sign up
black women in the trials