



1st Annual National
AWARE *for All*

*Your Conference Room
or Auditorium!*

Clinical Research Education Day

A LIVE WEBCAST—SATURDAY, NOVEMBER 6, 2010

12:00 PM—2:00 PM EST • 11:00 AM—1:00 PM CST • 10:00 AM—12:00 PM MST • 9:00 AM—11:00 AM PST

The Center for Information and Study on Clinical Research Participation (CISCRP) is an independent non-profit organization dedicated to educating and empowering people to make informed decisions regarding participation in clinical research. CISCRP's most effective outreach and educational tool is AWARE for All: Clinical Research Education Day. AWARE responds to the public's lack of fundamental knowledge and low level of trust about the clinical research process. This model is driven by the premise that awareness, realizing the value of participation and engagement are the keys to generating public support and attracting more clinical research volunteers.

AWARE provides a unique opportunity to build greater awareness and understanding of the clinical research process and the important role that study volunteers play in advancing medical science. We invite you to include the public and patient communities as active and informed partners in the clinical research process by engaging them in this national webcast!

- Invite your patients, their families and caregivers; local disease specific advocacy groups that you may affiliate with; your local partners; your local community; and your clinical research staff to join YOU in your auditorium/cafeteria/conference room while you host the 2 hour live webcast!
- All you need is a phone line, internet connection and projector/screen. You'll log-in via the web to a national live broadcast delivered by CISCRP to your participants.

Learning Objectives

At the conclusion of the AWARE for All – Live Webcast, your webcast attendees should be able to:

- Explain clinical trials and how they work
- Discuss why society needs clinical research
- Understand the safety, benefits, and risks of clinical research
- List questions they should ask their healthcare provider before participating in clinical research

Part 1

Welcome and Opening Remarks

Opening Presentation: “What Clinical Research Means to You”



Ken Getz
Founder and Board Chair, CISCRP

- What are clinical trials and how do they work?
- Why do we need clinical research?
- What do you need to know about informed consent?
- Is clinical research safe? What are the risks? Should I participate? How can I become more AWARE as a volunteer?
- What questions should I ask before participating?

15 Minute Break

Part 2

Patient Panel Meet patients who have participated in a clinical trial, they will share:

- A little bit about themselves personally and their experience with clinical trials
- How they decided between standard of care treatment versus the clinical trial
- What prompted their interest in participating
- Advice they have for us about participating
- Any obstacles or challenges they encountered with friends & family when they told them about their participation
- Would they do it again and why



Kymone Freeman
HIV Vaccine Trial, Healthy
Clinical Research Volunteer



Jenna Korb
Clinical Research Volunteer,
Leukemia Survivor



Liz and Jay Scott, *Alex's Parents*
Alex's Lemonade Stand
Foundation for Childhood Cancer



Peggy Willocks
Parkinson's Disease Foundation
Clinical Research Advocate

Register Your Organization Now To Host This 2-Hour Live Webcast For Your Patients And Community!

\$250 Donation: Your organization will receive a link to the live webcast and a sample flyer that can be printed and posted to encourage attendance to this event. You will also receive a list of best practices to help you achieve a successful event!

\$500 Donation: You receive all the benefits listed above plus a copy of CISCRP's 32-page educational handout that can be printed and made available to attendees. The educational handbook includes a copy of the opening presentation (PowerPoint with detailed notes), detailed list of questions to ask your doctor before participating, frequently asked questions about participating, glossary of clinical research terms, and detailed list of resources.

\$1,000 Donation: You receive all the benefits listed above plus access to the archived version of the webcast for 6 months, a template certificate of appreciation that can be printed for participants, and medical hero pins that can be presented to attendees who have participated in clinical research.

\$2,500 Donation: You receive all the benefits listed above plus an educational package for attendees. Each educational package includes:



- Canvas bag
- 32-page educational handout
- Medical Hero Pin
- “The Gift of Participation”, book written by CISCRP's founder, Ken Getz



CISCRP is an independent nonprofit organization dedicated to educating and empowering people to make informed decisions regarding participation in clinical research. CISCRP does not recruit patients for clinical trials and does not conduct clinical trials.

REGISTER NOW: www.awareforall.org or 1-877-MED HERO or aware@ciscrp.org