



# Join us at AWARE for All



Have you attended an AWARE for All- Clinical Research Education Day in your community? CISCRP's popular AWARE for All- Clinical Research Education Day jumped to a new level of visibility and recognition when the National Cancer Institute (NCI) endorsed and took an active role in the Baltimore AWARE event. The National Cancer Institute is a division of the National Institutes of Health (NIH).

The success of that partnership inspired the NIH to continue to partner with CISCRP for future AWARE for All days. "Partnering with the NIH lends a lot of credibility to the AWARE for All program," says Jill McNair, National Director, AWARE for ALL at CISCRP. "People trust the NIH. It means a lot to have them involved."

CISCRP looks for key partners in prospective AWARE for All locations. The partners comprise a vital element in enabling the AWARE for All to create a successful event in that city. "Once we begin to build a foundation of community partners, we build momentum," says McNair. "As a result of gaining new partners, the number of participants at each event typically goes up as the years progress. We expect turnout to be even greater in 2010."

Increasing public awareness about clinical trials is one of the primary goals of the NCI's Office of Communication and Education. This goal dovetails perfectly with CISCRP's own mission. For the Baltimore AWARE for All event, NCI staff provided a newly-developed methodology tool to measure the attendees' knowledge about clinical trials before and after taking part in the AWARE for All day. Additionally, the NCI promoted their participation in the event and made the following statement of support: "CISCRP AWARE for All day provided an excellent opportunity to explore the feasibility and effectiveness of working across NIH and with community partners on an established awareness campaign." The NCI further announced that "The national effort complements the local, grassroots organizational effort by connecting government-funded researchers to community organizations who represent the area populations who are typically under-represented in federally-funded research."

For this reason, the NCI invited other NIH divisions to take part in the AWARE for All day. Those that joined the effort included the National Institute of Aging, the National Institute of Allergy and Infectious Diseases, and the National Library of Medicine.

CISCRP is delighted to continue our collaboration with the NIH on clinical research awareness days. AWARE for All's mo-



mentum has flourished since its inception in 2005, and in 2010, two new locations will be added: Nashville, TN, and either San Francisco or San Diego, CA.

Contact us for more information on an AWARE program near you. Hope to see you soon!

*Upcoming AWARE for All event:*  
**AWARE for All Nashville**  
**February 20, 2010**

**Click here to register**