

**M**edical Heroes campaign expands into Europe  
CISCRP's popular "Medical Heroes" campaign, a multi-media public education effort, will expand into Europe in 2010.

The campaign, which has been broadcast on television and radio, and seen in print in selected US markets, features volunteers shown in their own local environments. The message is "Medical Heroes can be found in everyday places. Volunteers in clinical research are the heroes in the discovery of new medical treatments."

The ad campaign has struck a chord with the public and has raised interest in learning more about clinical trials. Test marketing has shown that when the Medical Heroes campaign runs at the same time as patient recruitment ads, average monthly patient inquiries and enrollment rates at investigative sites increased dramatically.

To build upon these positive results, CISCRP will develop and launch a Medical Heroes campaign for the five major European markets – United Kingdom, Germany, France, Italy, and Spain.

The new European versions of the ads will feature Medical Heroes from each of the five markets. Each country's campaign will also publicize a free phone number for people who want to learn more about clinical trials. Each country will also have educational brochures available.

The US Medical Heroes campaign was developed pro bono by Ogilvy Healthworld, a division of Ogilvy & Mather. The international advertising firm will also create the new public service ads.

CISCRP is seeking additional sponsors to enable the campaign's expansion to European markets. To learn more about sponsor opportunities, please contact CISCRP at [info@ciscrp.org](mailto:info@ciscrp.org) or call 1-877-MEDHERO.

**A**WARE for All debuts in North Carolina  
Starting as a single event in Boston, AWARE for All, a free clinical research education program for the public, has blossomed and gained momentum. AWARE for All workshops have now been held annually in Boston, Indianapolis, Philadelphia, Dallas, and most recently, Baltimore in 2009.

The program has been so well-received that it will make its debut in Raleigh/Durham, NC, on September 12, 2009.

The new venue has become a reality thanks to the excellent leadership of Robert M. Califf, MD, Associate Vice Chancellor for Clinical Research, Director of Duke Clinical Research Institute (DCRI) and Professor of Medicine, Division of Cardiology, at the Duke University Medical Center, Durham, NC. Assisting him in this effort is Laura Schanberg, MD, Associate Professor, Co-Chief, Pediatric Rheumatology, also at Duke University Medical Center.

Their enthusiastic efforts were the key to kick-starting the AWARE for All program in Durham. **More than 30 organizations** will participate in the September event to be held at North Carolina Central University.



Robert M. Califf, MD

AWARE for All programs help people learn more about participating in clinical trials, find out what's involved, and share the spirit with people who have participated. AWARE features information sessions and exhibits, a complimentary breakfast reception, and a free lunch with one or more presentations by prominent politicians. All attendees can get free health screenings for HIV, Body Mass Index, Breast and Prostate Cancer, Diabetes, and Vision. Local area residents talk about their participation in clinical research.

Feedback surveys have shown that after attending AWARE programs, fully three-quarters of attendees said that they are more likely to participate in a clinical trial.

CISCRP welcomes professionals who would like to follow in Dr. Califf's footsteps and begin the process of bringing AWARE for All- Clinical Research Education Day to their own community. If you would like to become involved with national expansion of this program, please complete the following online survey: [AWARE for All National Expansion Survey](#).