

THE PARTICIPANT

SPECIAL EDITION

Highlights of 2009

This special edition of *The Participant* is dedicated to CISCRP's supporters. Our 5-year-old nonprofit organization has been focused on educating the public and raising public awareness and trust in the clinical research enterprise. 2009 was an excellent year – particularly in light of current global economic conditions. A few highlights:

AWARE for All-Clinical Research Education Days: CISCRP organized and hosted **AWARE for All** programs in four major cities in 2009, which brings the total number to an impressive 13 communities since AWARE's inception. These programs have provided opportunities for the public to have access to free educational workshops by renowned physician speakers who explain not only the clinical research process but what it means to be a clinical trial volunteer. Each of these one-day free public programs is the culmination of months of grassroots outreach bringing together the public and patients with research and health professionals, community leaders, state and city health officials and the media. The AWARE programs received rave reviews from health-related groups, physicians, community groups, policy makers and the public. Five programs are now confirmed for 2010 including **Nashville**, **Raleigh-Durham**, **Baltimore**, **Philadelphia** and **San Diego**.

Educational Resources for the public and patients: CISCRP distributed our educational materials direct to patients and the public and through investigative sites. In 2009, 89,000 **brochures** translated into dozens of languages; more than 1,800 **DVDs**; 350 **books**; more than 7,600 **Medical Heroes Membership Packets**; and approximately 3,000 **posters** were distributed. We produced a **catalog** to help further promote these educational resources. Plus, we revamped our **public newsletter** as *Medical Heroes*. In concert with the redesigned newsletters, CISCRP redesigned the **website** accommodating different needs of the public and patients from the needs of healthcare and research professionals. The public website has some brand new features including a social network, a Facebook group and Twitter followers. We also published an educational chapter on clinical research participation in the **Merck Manual**.

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Medical Heroes-national public education media campaign:

CISCRP expanded the reach and frequency of our *Medical Heroes* campaign. Sixteen pharmaceutical, biotechnology and CRO companies and several dozen research sites have funded and routinely run these public service announcements to support their patient recruitment campaigns. We now have both the **Medical Heroes Membership Packets** to thank clinical research volunteers for their participation as well as buttons for participants and site staff to wear to show their support and admiration for one another.

Search Clinical Trials and trial results: The visibility of the Medical Heroes campaign has resulted in more traffic to the CISCRP website and more phone calls from prospective volunteers requesting help in finding an appropriate clinical research study. CISCRP has expanded our online service to include **free custom searches** for the public and patients requiring additional assistance. Our staff performs the searches and sends the public and patients their search results along with an educational brochure containing key questions to ask before participating in a clinical trial. We have already responded to over 600 requests for over 100 medical conditions. We have also developed a new service of **translating clinical trial results into lay language** for volunteers who have completed their participation in a research study.

There is so much more to be done. In 2010, **CISCRP needs your support** to expand its programs and offerings, develop new educational initiatives and to begin its outreach internationally. Your feedback and suggestions are always welcome. We would like to speak with you, so please call President and CEO Diane Simmons at 617-725-2750 or email dianesimmons@ciscrp.org.

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