The Center for Information and Study on Clinical Research Participation (CISCRP)

Content Offerings

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www.ciscrp.org
Content Offerings Include

- Print and digital collateral
- Website and video content
- Infographics and FAQs
- Custom content development

All with clear and direct messaging to educate, inform and engage your audience.
Content Offerings

- Brochures, flyers, FAQs, patient stories, books, book chapters, videos, interactive pages, infographics, posters, and more
- Website & Video Content development, review or enhancement
- New brochure development
- Language translation for brochures
CISCRP partners with 5 leading publishers reaching diverse, minority communities to circulate an educational spread that includes 2 compelling articles and a full-page, 4-color advertisement highlighting the importance of patient diversity in clinical studies. Next campaign is October.

Visit CISCRP’s store to purchase this dynamic poster that powerfully illustrates the importance of diversity in clinical research.

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English and Spanish Campaign

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Clinical Trials Supplement insert published in USA Today

- Print circulated in New York, Chicago, Philadelphia, Los Angeles, Phoenix and Houston
- Circulation/Reach:
  - Print: 75,000 Readers | Digital: 1M+ Readers
  - Bonus Distribution:
    - 10K Readers in Media Planet Health & Wellness eNL
    - 10K Readers in Custom Clinical Trials eNL
- Digital Edition:
  - Hosted on Media Planet Website, futureofpersonalhealth.com
  - Published on CISCRRPs website, https://www.ciscrp.org/services/usa-today-supplement/

Campaign Overview

- Full-page, 4-color ‘Thank You’ to Medical Heroes advertisement
- Cover story and interview with patient who has participated in a clinical trial
  - June campaign features Shanelle Gabriel, a Lupus survivor
- Sponsored articles that are educational and informative
- Sponsored advertisements

Next Campaign: December 2020
- Commitment Date: October 30, 2020

https://www.ciscrp.org/services/usa-today-supplement/
Content Offerings: Brochures

**Content Offerings**

- **African Americans and Clinical Research**
  
  If you have ever taken a pill or been treated for an illness, you have seen the benefit of clinical trials. Every year, thousands of African Americans take part in clinical trials to help find ways to prevent, treat, and cure illness. Clinical trials help African Americans and all people enjoy better health.

- **BUILDING BRIDGES**
  Between Health Care Providers (HCPs) and Clinical Research

  A guide to building relationships that benefit patients and the public

- **SHOULD I PARTICIPATE?**
  Make an informed decision about clinical trial participation

- **Should My Child Participate?**
  Helping you make an informed decision about your child’s participation in a clinical study.

- **Taking part in a clinical trial.**
  Every year millions of people make the courageous decision to participate in clinical research. Study participants form a partnership with researchers and health professionals, and play an important role in advancing knowledge about the nature of diseases and how to treat them.

- **DEBUNKING COMMON MYTHS ABOUT CLINICAL TRIALS (STUDIES)**

- **Let us recognize and thank study volunteers.**
  They are Medical Heroes and they can be found in everyday places.

- **What You Need To Know Before Participating**

- **PARTICIPANT BILL OF RIGHTS**

- **Los hispanos y la investigación clínica**
  El centro para la información y el estudio de participación en investigación clínica
Some Multi-Lingual Examples

**Should I Participate?**
Make an informed decision about clinical trial participation

**Helping You to Make an Informed Choice**

**Ukrainian**
ЧИ ПОТРІБНО МЕНІ БРАТИ УЧАСТЬ У КЛІНІЧНОМУ ДОСЛІДЖЕННІ?
Приймайте усвідомлене рішення щодо участі у клінічному дослідженні.

**French**
DOIS-JE PARTICIPER?
Prendre une décision éclairée pour une participation à un essai clinique

**Spanish**
¿Mi hijo debe participar?
Le ayudamos a tomar una decisión informada sobre la participación de su hijo en un ensayo clínico.

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Visit CISCRP’s store to review our entire catalog of compelling educational content. 
https://ciscrp-educational-resource-store.myshopify.com/

Add your organization’s logo to an existing piece of content, or work with us to develop your own original messaging.
Content Offerings:
Videos

Multi-lingual versions available
www.ciscrp.org
Educational Video Series

CISCRP helps to fill knowledge gaps and addresses a critical need for centrally produced educational videos about clinical research participation and affiliated topics.

These short, objective, high-quality videos provide impactful information from subject matter experts in a relatable, straightforward manner.

CISCRP coordinates production and provides an integrated marketing strategy for maximum impact.
Educational Video Series

Animated and Live Action Videos About Clinical Research

Participation in new educational series to address key knowledge gaps among the general public and patient communities

General Clinical Research Overview
Launched June 19, 2020

How Ongoing Clinical Trials Are Adapting
Scheduled Launch: July 2020

Emerging Clinical Trial Models
Scheduled Launch: August 2020

FindingTreatmentsTogether.org
CISCRP can review and enhance existing website and video content and adapt existing print or digital collateral for these platforms.

We can also work with you to develop new, original website and video content.
Interactive Infographic

https://www.ciscrp.org/education-center/important-information/

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