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

Content Offerings

Presented by:

Joan A. Chambers
Senior Director, Marketing & Outreach
jchambers@ciscrp.org

Melissa E. Daley
Communications & Marketing Manager
mdaley@ciscrp.org

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
Patient Diversity Media Campaign

Spring Campaign 2020
https://www.ciscrp.org/services/patient-diversity-campaign/

Poster Available For Purchase

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.

www.ciscrp.org

English and Spanish Campaign

©2020 CISCRP All Rights Reserved
Clinical Trials Supplement, USA Today

- 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

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. Each 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

CISCRP The Center for Information and Study on Clinical Research Participation

Should My Child Participate?

Helping you make an informed decision about your child’s participation in a clinical study.

CISCRP The Center for Information and Study on Clinical Research Participation

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.

What follows are questions that you should consider before choosing to participate in a clinical research study.

CISCRP The Center for Information and Study on Clinical Research Participation

Let us recognize and thank study volunteers.

They are Medical Heroes and they can be found in everyday places.

CISCRP The Center for Information and Study on Clinical Research Participation

What You Need To Know Before Participating

PARTICIPANT BILL OF RIGHTS

Los hispanos y la investigación clínica

Si usted es una madre, padre, hijo o hija de origen hispano, desearía saber más sobre la investigación clínica. Estos importantes proyectos de investigación ayudan a encontrar formas de diagnóstico, prevención y cura enfermedades para que los hispanos y todo el mundo puedan gozar de una vida más larga y sana en el futuro.

CISCRP The Center for Information and Study on Clinical Research Participation

IRB Approved; Multi-lingual Versions Available
Some Multi-Lingual Examples

**Ukrainian**

**French**

**Spanish**

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

CHI POTRIBNO MENI BRATI UCHAST' U KLINICHNOMU DOSLEDIENN? Priznayte usvidomlenie rozhdenia shchodo uchasti u klinichnomu dosledjenniu

DOIS-JE PARTICIPER?
Prendre une decision eclairee pour une participation a un essai clinique

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

¿Mi hijo debe participar?
Le ayudamos a tomar una decision informada sobre la participacion de su hijo en un ensayo clinico.

www.ciscrp.org
©2020 CISCRP All Rights Reserved
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
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: August 2020

Emerging Clinical Trial Models
Scheduled Launch: September 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.
CONTACT US

EDUCATION CENTER & COLLABORATIONS:

Joan A. Chambers, Senior Director, Marketing & Outreach
JCHAMBERS@CISCRP.ORG

Melissa E. Daley, Communications & Marketing Manager
MDALEY@CISCRP.ORG

www.CISCRP.org
1-877-MED-HERO
(1-877-633-4376)