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; Medical Hero buttons
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 research. 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
Patient Diversity Media Campaign: Autumn

Autumn/October 2020 Campaign

• Same 5 newspapers:
  • print & digital

• Plus, 4 additional news websites

• Full-page, 4-color ad promoting diversity and inclusion within clinical trials participation

• Opportunity to sponsor with article, advertisement and/or logo placement on full-page Patient Diversity ad

• 2021 Campaign Details Will Be Available December 2020

https://www.ciscrp.org/services/media-awareness/

www.ciscrp.org
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 CSCRPs 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

IRB Approved; Multi-lingual Versions Available

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

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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.

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SHOULD I PARTICIPATE?

Make an informed decision about clinical trial participation

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Should My Child Participate?

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

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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.

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What is a Placebo and Why Are Placebos Used in Clinical Trials?

If you or someone you know is considering taking part in a clinical trial, this brochure is for you. It is intended to help you understand what “placebos” are, and why they are used in clinical trials.

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Los hispanos y la investigación clínica

Sólo un día en una vida, padre. Ni un chico de origen hispano debe sentirse solo, sobre todo en la investigación clínica. Este proyecto de investigación ayuda a encontrar formas de diagnóstico, prevención y tratamiento para que los hispanos y todo el mundo puedan gozar de una vida más larga y sana en el futuro.

CISCRP
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

**Ukrainian**

ЧИ ПОТРІБНО МЕНІ БРАТИ УЧАСТЬ У КЛІНІЧНУМУ ДОСЛІДЖЕННІ?
Приймайте усвідомлене рішення щодо участі у клінічному дослідженні

**Spanish**

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

**French**

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

Emerging Clinical Trial Models  
*Coming Soon*

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.
CISCRP works with you to develop, promote and host educational webinars that inform patients and their families about participating in clinical research, and empower patients to become their own best advocates in the process.

We also help you identify and find speakers.

We offer Bundled Package Programs that include webinars and print or digital brochures.
EDUCATION CENTER & COLLABORATIONS:

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