Why NIH Clinical Research Matters

West Texas Cancer Survivors Network Phase 2 (WTCSN-2)
Texas Tech University Health Sciences Center Work Place Overall Wellness (TTUHSC/WOW)
NIH Clinical Research

- **What is it?**
  - It is medical research that involves people like you

- **Why does it matter?**
  - It is essential to public health, it drives medical discovery and reduces the burden of disease and illness

- **How can you get involved?**
  - You can learn lots more on the new NIH website http://clinicalresearchtrials.nih.gov
Awareness of Clinical Research

- First step is to regularly have the public think about participating and consider how they can help advance medical discovery.

- One of the major barriers to recruitment to clinical research trials is a lack of awareness of the opportunity to participate both by the patient and the physician.
Studies Indicate that Awareness Changes Attitudes

- 32% of adults indicate they would be very willing to participate in a clinical trial if asked (1)

- 28% indicated they would consider it, but had some reservations (1)

- Focus groups found that many lack familiarity with clinical trials. They generally expressed negative attitudes about participation. These attitudes significantly changed after learned more (2)

Comis, 2003, NIH FG report 2011
Why is NIH Focusing on Educating the Public on this topic?

- Estimates suggest that upwards of 80% of clinical research studies struggle with the need to find more participants (3)
- Up to 20% of some clinical trials close due to lack of participation (4)
- Groundbreaking medical advances will only happen through clinical research participation
- Recent national reports have strongly urged the NIH to engage the public in support of clinical research

CISCRP.org, Chang, 2011
Health Care Providers are Key

- 75% of patients will enroll in a trial when asked to by their health care provider

- 32% of patients in clinical trials said that their health care provider took the time to answer all their questions

- Participating patients were more likely to have first learned about a clinical trial through their health care provider
NIH CLINICAL RESEARCH TRIALS AND YOU

Why should I participate in a clinical trial?

“Why should I participate in a clinical trial?”

It's your involvement that helps researchers to ultimately uncover better ways to treat, prevent, diagnose and understand human disease.

Learn More

Highlights

Learn how the King's (George VI) speech begins a story about current research and discovery about stuttering.

Help Get the Word Out!

You can help raise public awareness of clinical trials with these promotional posters, flyers, and slides.
Promotional Posters, Flyers, and Slides

POSTERS

Help Get the Word Out! You can help raise public awareness of clinical trials by displaying these posters in your clinic or hospital. They were specifically designed for this NIH clinical research initiative and are the result of extensive testing through focus groups, in-depth interviews, and online surveys. We encourage you to use them in your clinics, waiting and exam rooms, labs, public spaces, and other areas. You may downloaded these posters for free and print them on a standard office printer or use a commercial printer.
Volunteer Stories

Holden (Crohn's disease)
Living with a chronic illness would be a burden for any patient, but can be particularly difficult for children.

Jenny (type 1 diabetes)
I participated in an NIH-funded clinical trial in high school because my mom has type 1 diabetes.

Lisa (hormonal changes at midlife—healthy volunteer)
Participating in this clinical trial gave me some insights into how quality clinical research is done.

Maddie (hives when exposed to cold—healthy volunteer)
I know how important it is to get healthy volunteers, so I thought it would be nice to kind of give back.
For Health Care Providers

Clinical research is vital to the NIH mission of enhancing health, lengthening life, and reducing the burdens of illness and disability. Only through clinical research can we gain insights and answers about the safety and effectiveness of drugs and therapies. Presently, the challenge of recruiting clinical trial participants has serious implications for the success or failure of research.

Importance of Clinical Research Awareness

- The Need for Awareness of Clinical Research
- Opportunities for Education and Awareness

Resources

- Promotional Posters, Flyers, and Slides
- Talking to Your Patient About a Clinical Trial
- How to Refer Your Patient
Finding a Clinical Trial

Around the Nation and Worldwide

NIH conducts clinical research trials for many diseases and conditions, including cancer, eye diseases, conditions of aging, and allergy and infectious diseases. To search for other diseases and conditions, you can visit ClinicalTrials.gov.

**ClinicalTrials.gov**
This is a searchable registry and results database of federally and privately supported clinical trials conducted in the United States and around the world. ClinicalTrials.gov gives you information about a trial's purpose, who may participate, locations, and phone numbers for more details. This information should be used in conjunction with advice from health care professionals.

At the NIH Clinical Center in Bethesda, Maryland

**Search the Studies**
The NIH maintains an online database of clinical research studies taking place at its Clinical Center, which is located on the NIH campus in Bethesda, Maryland. Studies are conducted by most of the institutes and centers across the NIH. The Clinical Center hosts a wide range of studies from rare diseases to chronic health conditions, as well as studies for healthy volunteers. Visitors can search by diagnosis, sign, symptom or other key words.

**Join a National Registry of Research Volunteers**

**ResearchMatch**
This is an NIH-funded initiative to connect 1) people who are trying to find research studies, and 2) researchers seeking people to participate in their studies. It is a free, secure registry to make it easier for the public to volunteer and to help researchers better understand the characteristics of people interested in research.
Use this Helpful Site to

- Educate patients, health professional colleagues, and community audiences about clinical research and opportunities for participation
- Display the audience-tested posters in your office waiting room, exam rooms, and your institution
- Add any of these slides to your presentations
- Contact us with suggestions for other ways to promote clinical research
http://Clinicalresearchtrials.nih.gov
References


3. Center for Information and Study of Clinical Research Promotion (CISCRP) website: CISCRP.org
