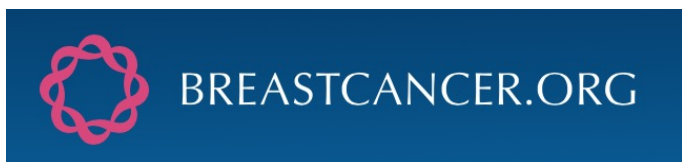




#BLACKDATAMATTERS

**Black Breast Cancer and Barriers to
Clinical Research**



- Our overall goal is to change how the breast cancer ecosystem engages Black women regarding Black Breast Cancer and clinical trial research, to strive towards health equity for Black women diagnosed with or at risk for breast cancer and get Black women the best breast cancer care.
- This rigorous research project will allow us to glean learnings to develop targeted strategies to educate Black women to encourage and motivate clinical trial participation.

This Research Will...

Confirm and Validate	confirm and validate the tactical barriers that the breast cancer ecosystem has historically used as the “excuses” for non-participation
Measure	measure the impact of the placebo myth and how to overcome it in effective communication
Unpack and Understand	unpack and understand the real impact of the mistrust of medical research and associated fears
Uncover and Seek	uncover and seek to understand awareness, perceptions, and beliefs that drive the genuine emotional barriers to clinical trial participation

This Research Will...

Assess Unmet Needs	assess the unmet needs that must be addressed in order to drive participation in clinical trials
Understand	understand the disconnect from current recruiting tactics, information, and messaging
Prioritize	prioritize barriers to participation (informational, perceptual, emotional, and logistical) towards the development of relevant messaging
Measure	measure reactions to current language and terminology (i.e., “clinical trials,” “underrepresented minorities, underserved population, etc.”), and seek alternative language
Identify	identify gaps in breast cancer care for Black Women that can be addressed through education



Our Audience is Not the Choir

- had/currently have Stage II or III breast cancer
- have Stage IV breast cancer
- have/had any stage of breast cancer and considered participating in a trial, but decided not to
- have never had breast cancer but have risk factor(s), and are hesitant but still open to clinical trials
- have never had breast cancer but have risk factor(s), and would refuse to participate in clinical trials
- Additionally, the study will include family members of Black Women who had/currently have Stage II or III breast cancer or have Stage IV breast cancer

Results...Unveiling “The Secret”

- Qualitative Results Q1
Quantitative Results Q2



Then What Will We Do With the Data?

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Launch a Surround-Sound Communications Campaign

- Launch a communications campaign to reach Black Women that includes multimedia content distribution, brand development on all ally sites, social media campaign, paid and earned media, and partnership marketing with a diverse network of advocacy, community, and healthcare organizations with a strong presence in and trust among the Black community.
- We are working collectively on this first-in-kind communications campaign designed to motivate a favorable behavior change in clinical trial participation by Black Women.
- We strongly believe that each organization brings unique strengths to our partnerships: a nuanced understanding of, trusted relationship with, and greater reach into specific communities; expertise in different types of programming, including content development, on-the-ground resources, media outreach, technology, and research; and relationships with other organizations that will allow us to achieve our program goals.
- By working together, we optimize our resources and maximize our impact.





Our Collaborative Effort Is Powerful!

- Center for Healthcare Innovation: As subject matter experts, they will disseminate content via conferences, their website, and webinars.
- Breastcancer.org and TOUCH will drive the strategic planning, messaging strategy, content and creative development, and they will direct partnership activities, project management and plan implementation. Our collaborators, with which we have existing partnerships, will do the following:
- Susan G. Komen®: As a breast cancer community leader, they will use their marketing muscle to deliver the marketing message via their website, social media, events, webinars, marketing materials, and nationwide relationships.
- Ciitizen: As technology developers that assist patients in gathering, summarizing, updating, and storing their medical records, which can be converted into structured, longitudinal data for any purpose, including clinical trial matching, Ciitizen will use social media outreach and website presence to deploy the messaging campaign, disseminate the content, and offer their platform as a tool for clinical trial matching and recruiting.
- Morehouse School of Medicine: As clinical trial subject matter experts, they will disseminate content and messaging to target audiences and provide a recruiting outlet for clinical trial participants. MSM also will help recruit an intern to support community outreach.

