Cultural and Social Considerations in Clinical Trials
Enrollment and Outreach

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Slides created by: Julie Dang, MPH, CHES
Objectives of Presentation

Highlight **PROBLEMS** we are trying to solve

Identify provider and patient **PERSPECTIVES** with respect to participation in clinical trials

Propose a **PARADIGM** that integrates both perspectives to mitigate the problem
Problems

IF ONLY PATIENT RECRUITMENT WERE THIS EASY
## Adults vs Children in Clinical Trials

<table>
<thead>
<tr>
<th></th>
<th>Adults</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>1.3%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1.3%</td>
<td>11.6%</td>
</tr>
<tr>
<td>AIAN</td>
<td>2.5%</td>
<td>-</td>
</tr>
<tr>
<td>API</td>
<td>1.7%</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>-</td>
<td>4.7%</td>
</tr>
<tr>
<td>Total</td>
<td>&lt;5%</td>
<td>60%</td>
</tr>
</tbody>
</table>

Projected Cases of All Invasive Cancers in the United States by Race and Origin

- **142% increased incidence for Hispanics of any race**
- **132% increased incidence for Asian/Pacific Islanders**
- **101% increased incidence for multiracial**
- **76% increased incidence for American Indian/Alaska Natives**
- **64% increased incidence for Blacks**

Providers are the most influential factor in patient enrollment in clinical trials
Patient’s Perspective

DEMOGRAPHICS

AGE
VALUES
CULTURAL
HERITAGE
COMMUNICABILITY
SOCIAL
Yes, minorities are willing to participate in health research

Yes, TRUST is the key