



Cultural and Social Considerations in Clinical Trials Enrollment and Outreach

Moon S. Chen, Jr., Ph.D., M.P.H.
Associate Director for Cancer Control
UC Davis Comprehensive Cancer Center
July 25, 2014



ACKNOWLEDGMENTS

The views expressed are those of the presenter and do not necessarily represent the views of the NIH. However, I am grateful for the support provided through the NCI to AANCART (U54 CA153499) and the NIMHD to EMPaCT (U24MD006970).

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



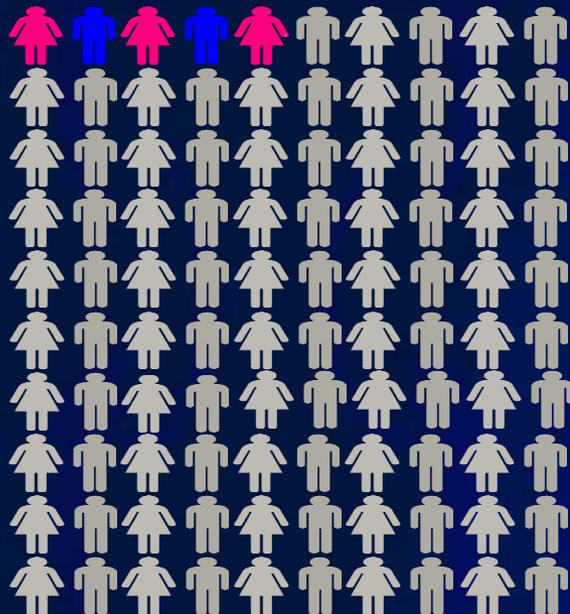
Problems



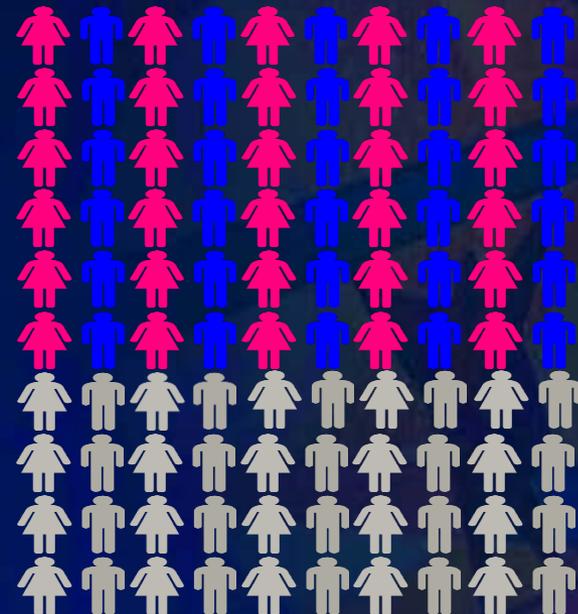
IF ONLY PATIENT RECRUITMENT WERE THIS EASY

Adults vs Children in Clinical Trials

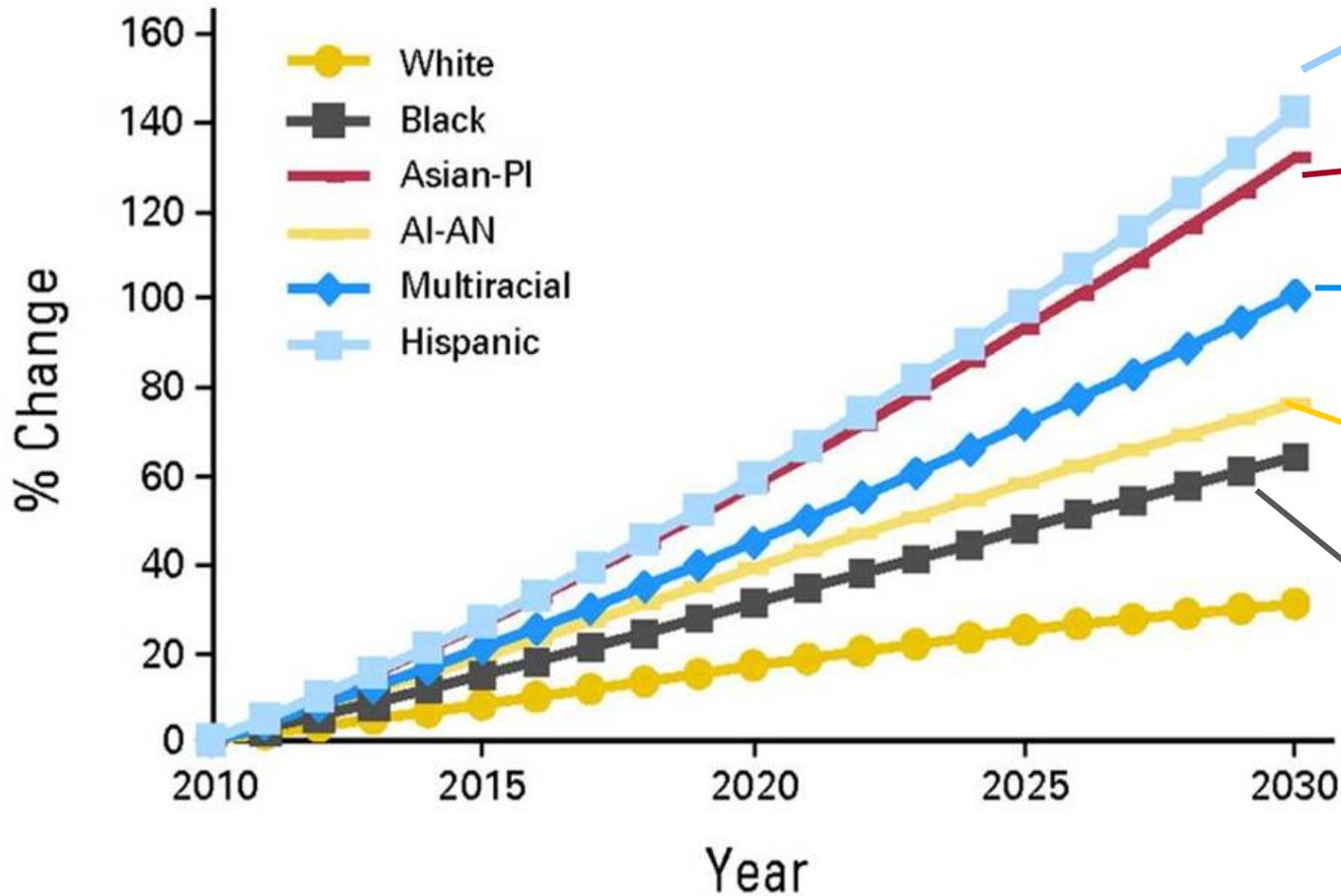
	ADULTS	CHILDREN
Black	1.3%	10.4%
Hispanic	1.3%	11.6%
AIAN	2.5%	-
API	1.7%	-
Other	-	4.7%
TOTAL	<5%	60%



VS



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

Perspectives

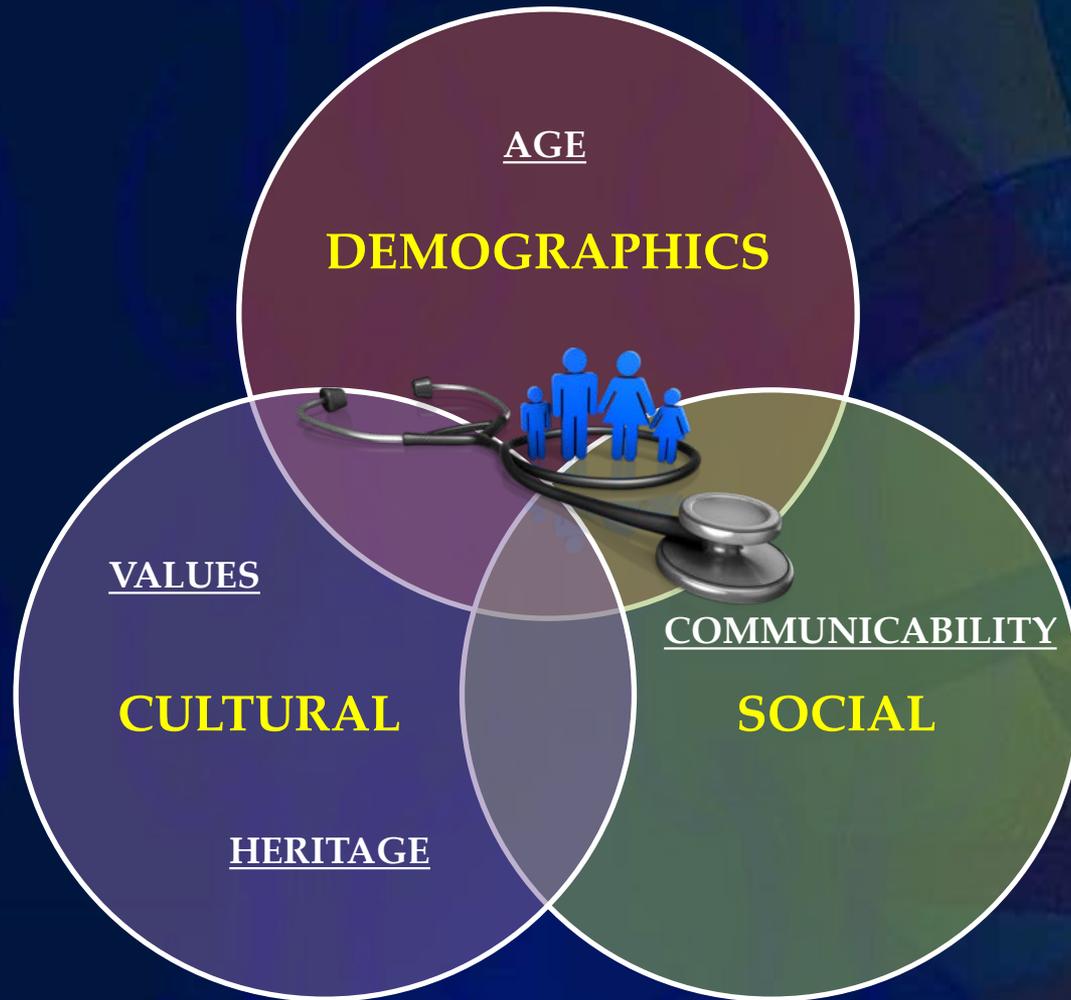


Provider's Perspective

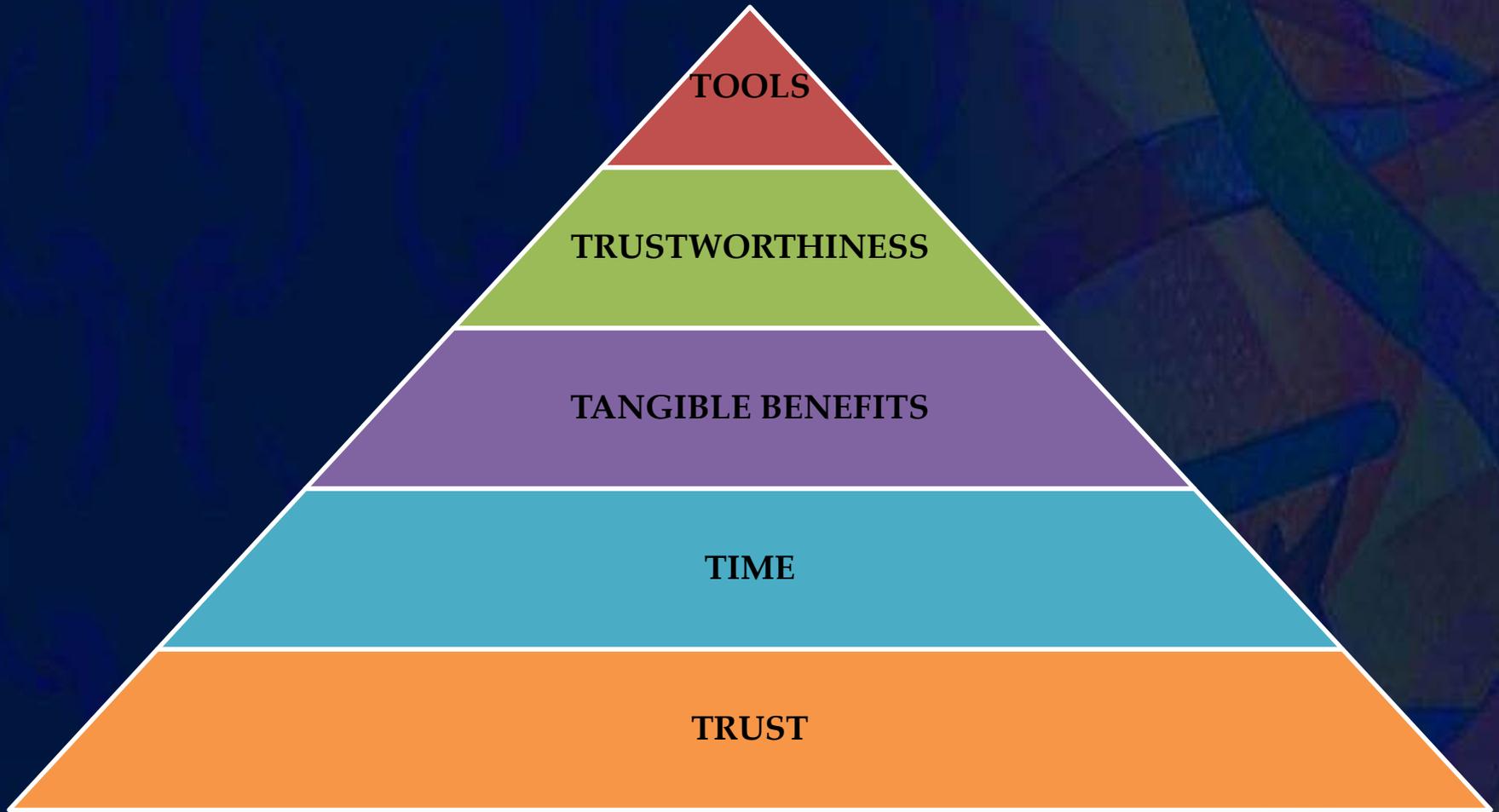
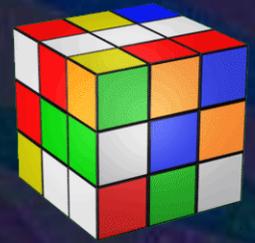


Providers are the most influential factor in patient enrollment in clinical trials

Patient's Perspective



PARADIGM



TOOLS

TRUSTWORTHINESS

TANGIBLE BENEFITS

TIME

TRUST

DOES THIS WORK?



Brown M, Moyer A. Predictors of awareness of clinical trials and feelings about the use of medical information for research in a nationally representative US sample. *Ethnic Health*. 2010;15:223-226.

Tong EK, Fung LC, Stewart SL, Paterniti DA, Dang JHT, Chen MS Jr. Impact of a biospecimen collection seminar on willingness to donate biospecimens among Chinese Americans: Results from a randomized, controlled community based trial. *Cancer Epidemiol Biomarkers, & Prevention* 2014

Dang JHT, Rodriguez EM, Luque JS, Erwin DO, Meade CD, Chen MS Jr. Engaging diverse populations about biospecimen donation for cancer research. *Journal of Community Genetics* 2014



Yes, minorities are willing to participate in health research



Yes,
TRUST is
the key

