Enhancing Clinical Trial Education and Outreach in the Mountain West: A Collaborative Approach by HCI

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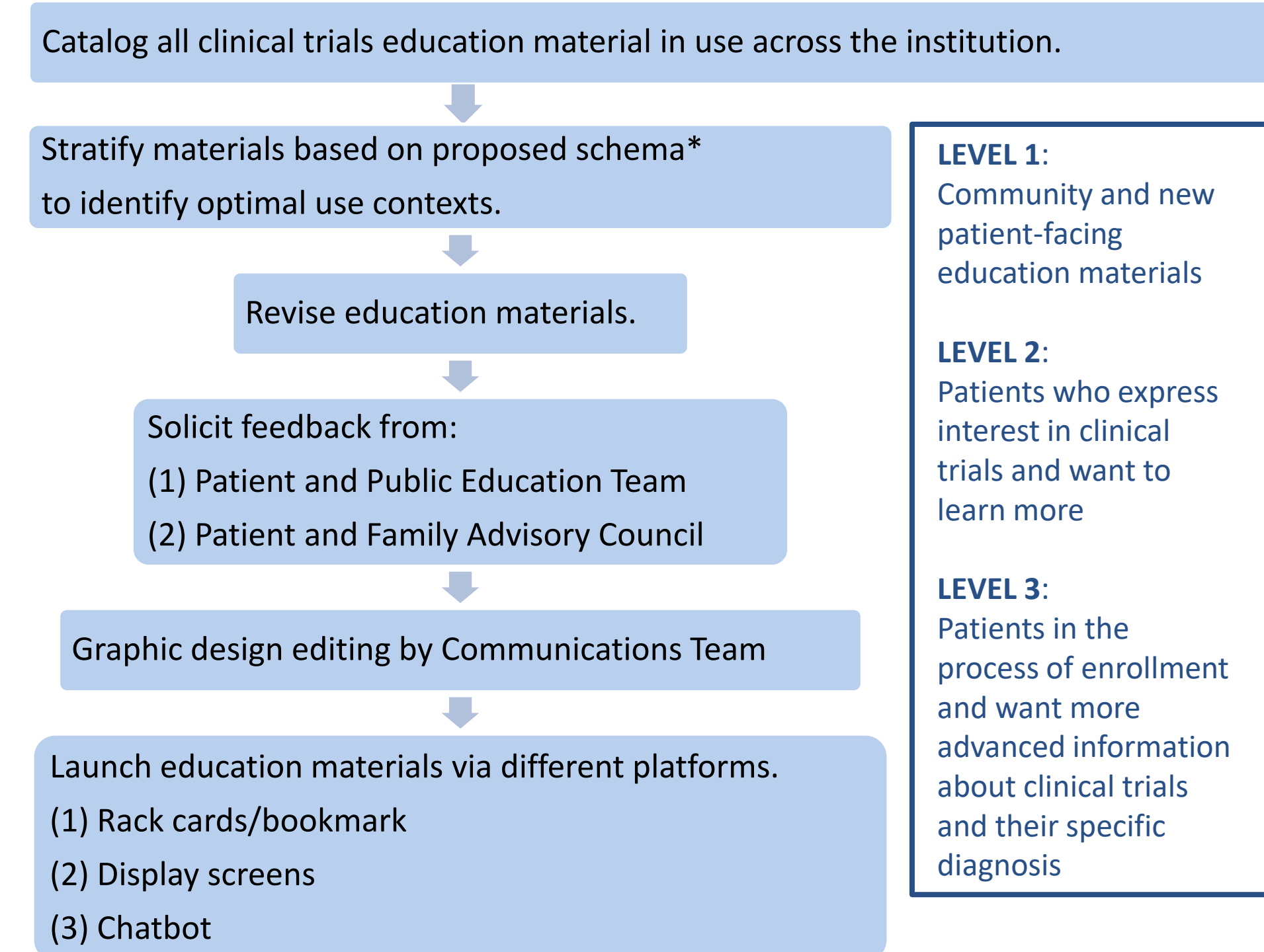Huntsman Cancer Institute, University of Utah

BACKGROUND

The Huntsman Cancer Institute (HCI) is dedicated to reducing the cancer burden across the Mountain West. To gain insight into the knowledge and beliefs of our rural and frontier communities about health resources and access, HCI conducted a Community Health Assessment Survey (CHAS),and found that 86% of survey respondents indicated they knew little to nothing about clinical trials. To address this, a multi-disciplinary team collaborated on understanding our education processes, revising our education materials, and testing new ways to disseminate these resources to patients and the community.

Focusing on developing broad and comprehensive clinical trials education for our patients and community in the Area We Serve, this collaborative approach across the Clinical Trials Office (CTO), Office of Community Outreach and Engagement (OCOE), Patient and Public Education (PPE), and the Patient and Family Advisory Council (PFAC) resulted in a repository of documents that contains consistent, accessible materials that will be used across the institution for clinical trials education, to facilitate resolving knowledge gaps and distance as a barrier to cancer care.
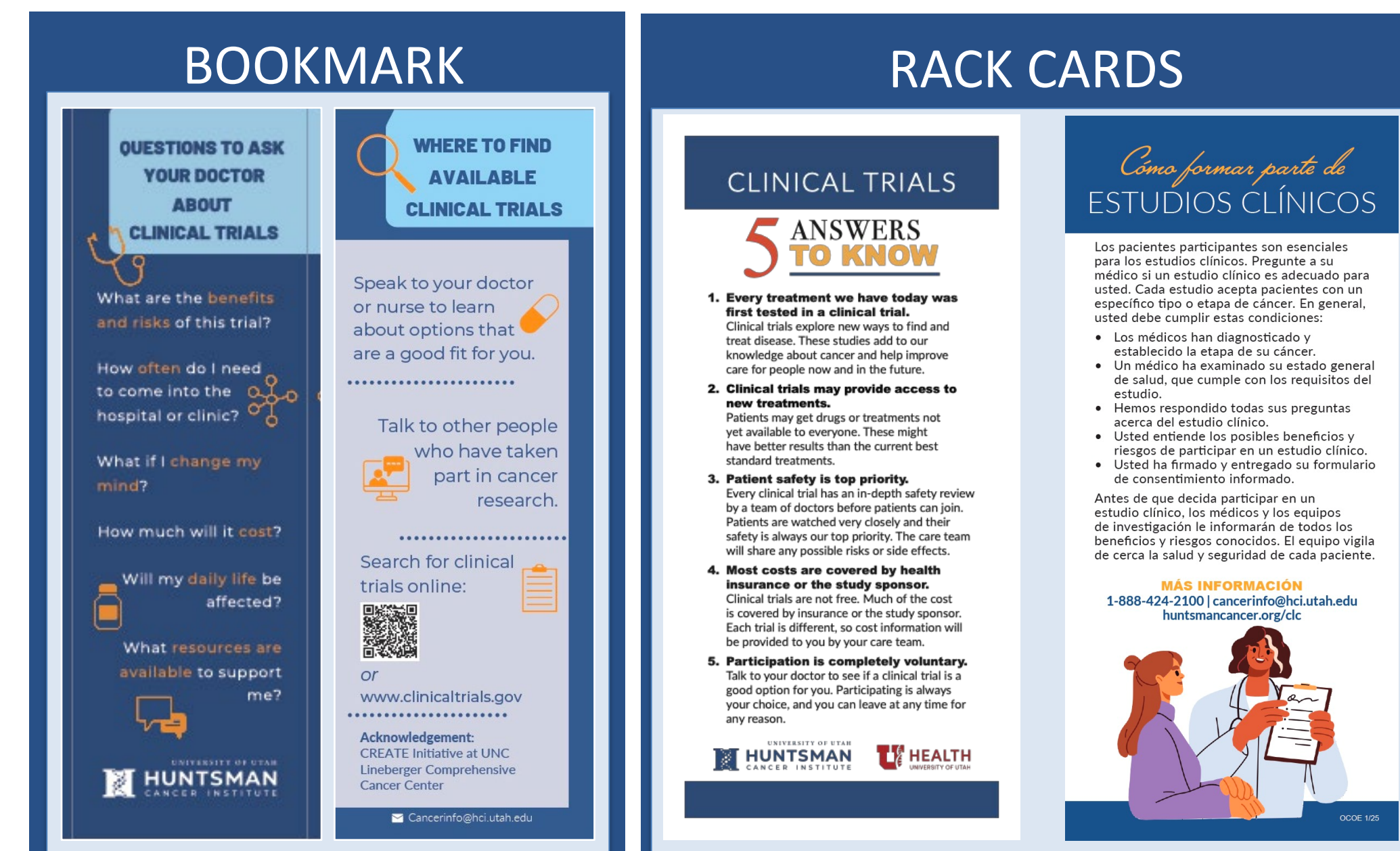
GOALS

- Standardized education protocols for use across the institution and the Area We Serve
- Centralized repository of education materials
- Assessing the impact of clinical trial outreach and education on clinical trial enrollment
- Revising education materials as needed based on patient/community feedback to further enhance impact and accessibility.

STRATEGY IMPLEMENTED

Catalog all clinical trials education material in use across the institution.

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Stratify materials based on proposed schema* to identify optimal use contexts.

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Revise education materials.

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Solicit feedback from:
(1) Patient and Public Education Team
(2) Patient and Family Advisory Council

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Graphic design editing by Communications Team

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Launch education materials via different platforms.
(1) Rack cards/bookmark
(2) Display screens
(3) Chatbot

LEVEL 1: Community and new patient-facing education materials

LEVEL 2: Patients who express interest in clinical trials and want to learn more

LEVEL 3: Patients in the process of enrollment and want more advanced information about clinical trials and their specific diagnosis

EDUCATION MATERIALS FOR REFERENCE

BOOKMARK

RACK CARDS

QR code for CLARA
Virtual Assistant for Clinical Research

OUTCOMES

- Increase in broad knowledge and comfort levels about clinical trials in patient and communities across the Are We Serve
- Increased interest in clinical research, and this can be assessed via comparison of number of consented, enrolled participants vs. previous years (before launch of revised education materials)

FUTURE DIRECTIONS

- Impact assessment of education materials on community and patients
- Revise materials based on feedback from community members and patients, and create versions that are more specific for each of the communities across the Area We Serve
- The CTO team is creating various education media and collaborating with other NCORP hubs to expand outreach and provide support services to network sites. Next year, we plan to invest in partnerships with affiliates in Idaho, Montana, and Nevada. New initiatives include supporting affiliates with training in regulatory compliance, data management, and quality.

ACKNOWLEDGMENTS

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