# Promoting Consumer Awareness and Reducing Myths Around Clinical Trials at Grampians Health

Presenter: Lisa Bell
Clinical Trials Coordinator

VCCC Intern 2021

# Clinical trials medicine is good  medicine

- Access to cutting edge medicine
- Clinical trials patients usually live longer and have reduced mortality[1]
- Supports research for future treatments

*1. Canadian Partnership Against Cancer. 2016. The 2016 Cancer System Performance Report. Toronto: Canadian Partnership Against Cancer*

# Grampians Health Ballarat

## *About our clinical trials unit*

Clinical trials unit with approximately 80 open clinical trials

- Sponsored investigator initiated and registry
- Oncology, cardiology, neurology, infectious diseases, Gastroenterology, ICU, anaesthetics
    - Phase I to IV trials


# Grampians Health Ballarat

## *About our community*


**Less linguistically diverse population**

- 4.6% born in a non-English speaking country
- 3.8% speaking a language other than English at home

- Highest levels of **volunteering** in the state

- Lowest fruit and veg intake, poor GP attendance and highest (41%) of people over 75+ living alone

Department of Health, December 2014 *Grampians Region: https://content.health.vic.gov.au/sites/default/files/migrated/files/collections/policies-and-guidelines/g/grampiansregion_external---pdf.pdf*

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*"Are we just lab rats?"*

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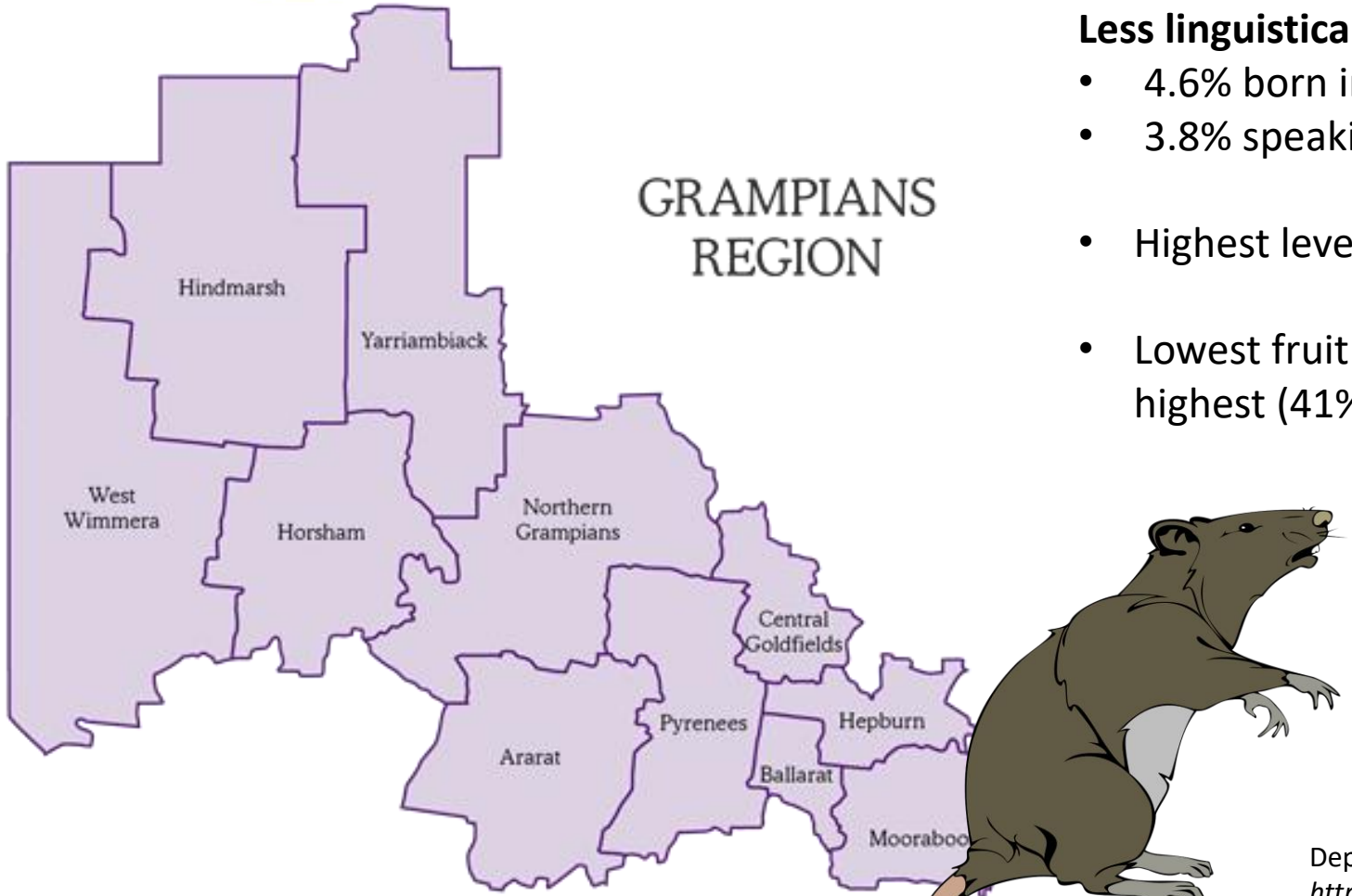
# Grampians Health Ballarat

## *About our community*

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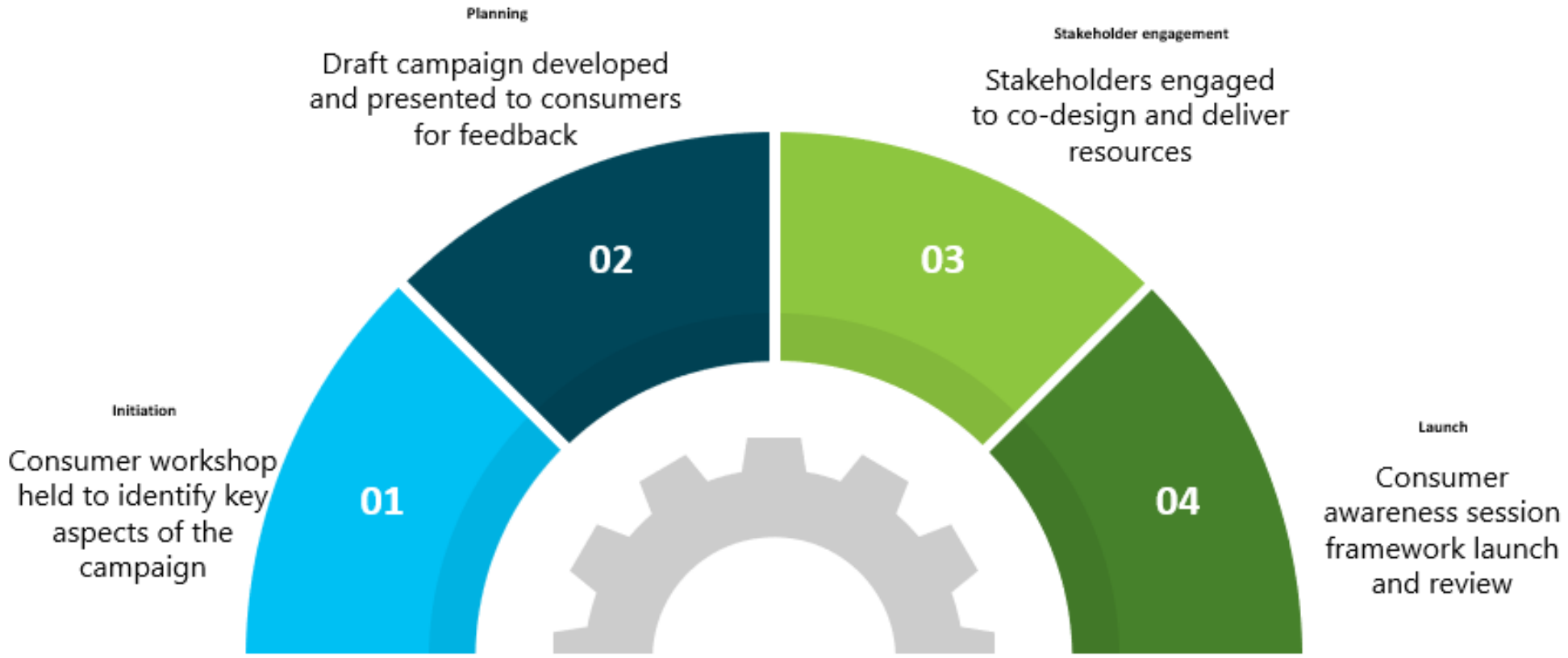
*"Are we just lab rats?"*

*"Do we have to travel to the city?"*

Department of Health, December 2014 *Grampians Region: https://content.health.vic.gov.au/sites/default/files/migrated/files/collections/policies-and-guidelines/g/grampiansregion_external---pdf.pdf*

# Project process

## Consumer led clinical trials awareness campaign



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## Who

- Have someone who works in clinical trials (clinical trial nurse or researcher)
- For various communities (e.g. CALD), someone who is a local leader creates more trust is important.
  Suggestion of a local community member as an 'MC' role or ask them to attend or assist in promotion.

## What

- What is a clinical trial/de-mystify?
- Types of trials
- Where you find out about clinical trials/availability of trials
- Who can participate/eligibility for a clinical trial?
- Safety of a clinical trialCost and time
  Haring a consumer's experience/perspective of a clinical trial

## Where

- Important to hold a grass roots campaign in a local familiar environment.

Some locations suggested include:

- Community centres/local government
- Wellness centres
- GP clinics
- Town Hall
- Library

## How:

- Hybrid options

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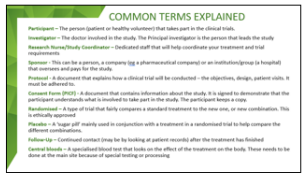
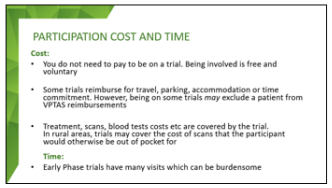
## Who

- **Principle Investigator**
  Dr Wasek Faisal
- **Study Coordinator**
  Lisa Bell

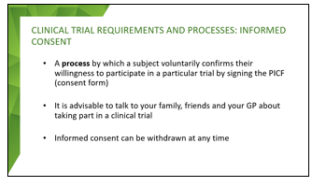
## What

Presentation slides co-created with stakeholders and consumers








## Where

Rotary club dinner meeting


## How:

Face to face

# Organising the pilot

*Slow and steady wins the race*

- ✓ Thorough consumer consultation takes time
- ✓ Use your local network
- ✓ Unexpected delays and changes to plan
- ✓ Keep it simple

# What we learned on the night

- From small things big things grow
- QR codes to feedback surveys were not completed by the majority of attendees
- Personal connections mattered most
- Adaptability of resources essential to make the presentation ‘our own’
- Socialising with the audience was just as helpful – *and a key source of feedback*

# Thank you!

Jessica Freeman

Duncan Colyer

Eleanora Kay

Lea-Anne Harrison

Carmel Goss

Rebecca Gurnett

Wasek Faisal

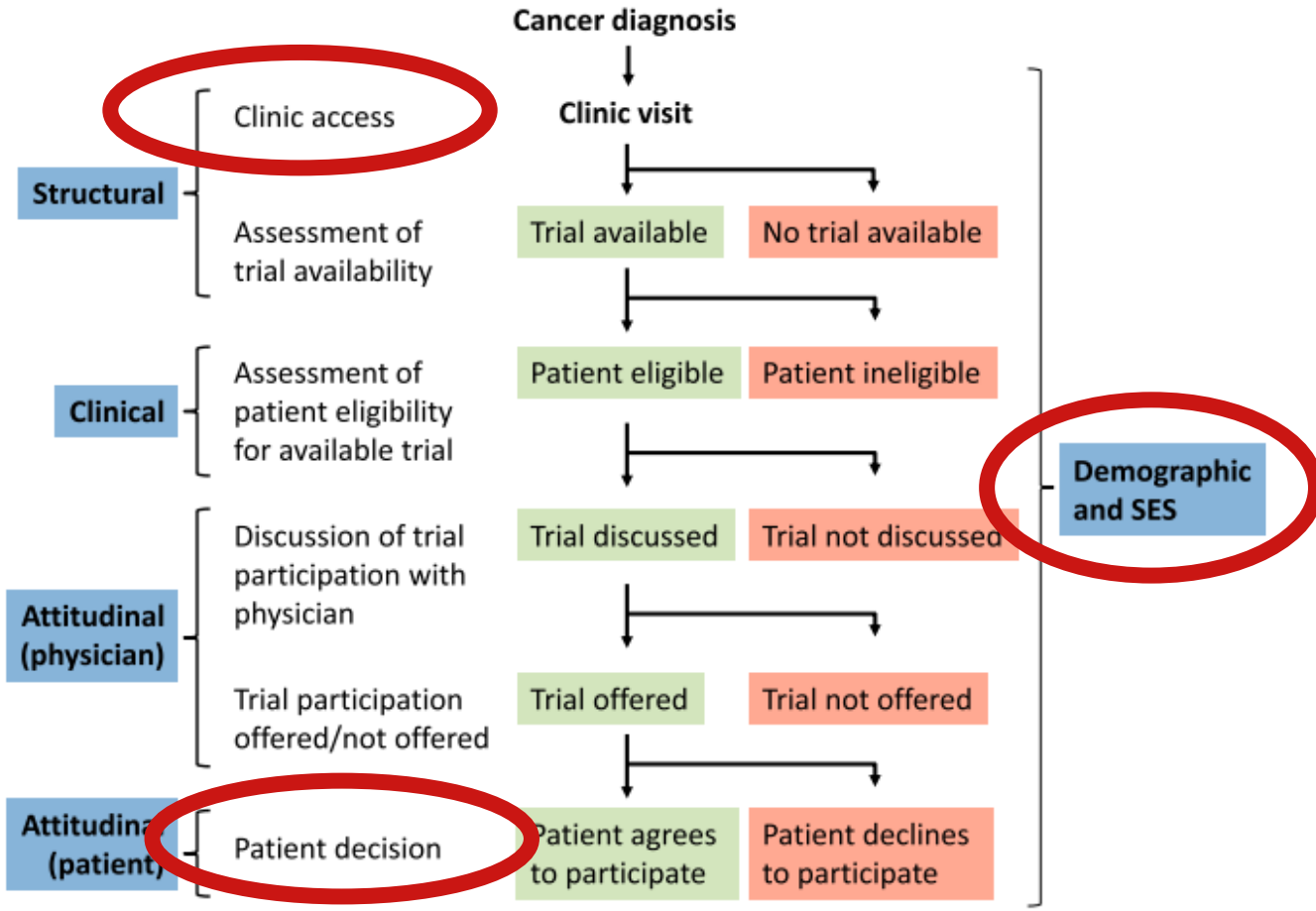
Amanda Clifford

Kathleen Wilkins

Wendy Benson

# Determinants of participation

- Trial participation differs according to demographic and socioeconomic factors
- Clinic access can be challenging for regional and rural patients
- Patient decision and willingness to participate in clinical trials is **critical**




Abbreviation: SES, socioeconomic status.

Unger, J.M., Cook, E., Tai, E. and Bleyer, A., 2016. The role of clinical trial participation in cancer research: barriers, evidence, and strategies. *American Society of Clinical Oncology Educational Book*, *36*, pp.185-198.