



**FDA's Office of Minority Health  
Clinical Trial Diversity Stakeholder Communications Toolkit  
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As we promote the “Year of Clinical Trial Diversity”, we invite you to join us in becoming a “Clinical Trials Champion”. This communications toolkit will help your organization advance the conversation with your members about the importance of having minorities participate in clinical trials. In this toolkit you will find information on how to share the resources and promote on social media.

***Post materials onto your website or link to our website***

Below are the links to the videos which can be downloaded to your website and/or shared via social media, along with other resources. You can also link to our website at [www.fda.gov/minorityhealth](http://www.fda.gov/minorityhealth) to refer people to the materials.

Video 1: [Shirley's Story: How to Find Information about Clinical Trials](#)

Link: <http://ow.ly/dX9m3015iEY>

Video 2: [Shirley's Story: Getting Access to Cutting Edge Therapies](#)

Link: <http://ow.ly/6vhd3015je8>

Video 3: [Shirley's Story: You Don't Have to be Sick to Participate](#)

Link: <http://ow.ly/pDL73015iTq>

Video 4: [Shirley's Story: Diversity is Critical to Making Better Medical Products](#)

Link: <http://ow.ly/aSax3015j0t>

Video 5: [Shirley's Story: Diversity is Critical to Making Better Medical Products \(LONG\)](#)

Link: <http://ow.ly/nKwH3015j6w>

Reviewed June 2017



Video 6: [Dr. Luciana Borio: FDA's Role in Increasing Clinical Trial Diversity](#)

Link: <http://ow.ly/SMXU3015jl7>

Infographic: 4 Ways to Be a #ClinicalTrialsChampion

Link: <https://go.usa.gov/xQCNS>

Dr. Jonca Bull's Blog: Be A Champion for Clinical Trial Diversity

Link: <http://ow.ly/Dkcb301hBz1>

Interview with Cariny Nunez, FDA Public Health Advisor [Spanish]

Link: <http://ow.ly/qHTO301hDP2> (part 1)

Link: <http://ow.ly/hX2u301hDSI> (part 2)

***Share materials on your social media channels.***

Below are sample messages for Facebook and Twitter that can be adapted to meet your audience's needs.

Facebook:

- Are you thinking about joining a clinical trial, but don't know where to start? Watch this video as Shirley helps you learn where to find out more information on clinical trials #ClinicalTrialsChampion <http://ow.ly/dX9m3015iEY>
- Shirley, who lives with sickle cell disease, knows that clinical trials are important. Watch her story to find out why she is a #ClinicalTrialsChampion <http://ow.ly/6vhd3015je8>
- Clinical trials are the safest way to try a new medical product if the standard treatment isn't working. Watch this video to see one person's story about their experience participating in a clinical trial. Talk to your doctor to figure out if a clinical trial is right for you #ClinicalTrialsChampion <http://ow.ly/pDL73015iTg>
- Historically, minority participation has been low in clinical trials, despite some groups being disproportionately affected by chronic diseases. Watch Shirley's story as she tells you why diversity matters #ClinicalTrialsChampion <http://ow.ly/aSax3015j0t>
- We want to make sure the medical products that come to the market are safe and effective for everyone. Watch this video to learn more about why diverse people like you are needed in clinical trials #ClinicalTrialsChampion <http://ow.ly/SMXU3015jl7>
- Be a #ClinicalTrialsChampion! Share this infographic to help others learn why diverse people need to be in clinical trials <http://ow.ly/6ICy301fKDv>
- Do you know what FDA's Office of Minority Health is doing to move the needle forward on improving clinical trials diversity? Read this blog to learn more about their new clinical trials initiative #ClinicalTrialsChampion <http://ow.ly/Dkcb301hBz1>

Twitter:

- Do you need help finding a clinical trial? Shirley's tips [VIDEO] #ClinicalTrialsChampion [ow.ly/dX9m3015iEY](http://ow.ly/dX9m3015iEY)
- See how clinical trials changed one person's life [VIDEO] #ClinicalTrialsChampion [ow.ly/nKwH3015j6w](http://ow.ly/nKwH3015j6w)

- Shirley is an author, advocate, and a #ClinicalTrialsChampion. Watch her story [VIDEO] <http://ow.ly/aSax3015j0t>
- Clinical trials are the safest way to try a new medical product [VIDEO] #ClinicalTrialsChampion [ow.ly/6vhd3015je8](http://ow.ly/6vhd3015je8)
- Why does it matter if someone like you was in a clinical trial? [VIDEO] #ClinicalTrialsChampion [ow.ly/aSax3015j0t](http://ow.ly/aSax3015j0t)



- Why do we need more minorities in clinical trials? Shirley’s story #ClinicalTrialsChampion [VIDEO] [ow.ly/aSax3015j0t](http://ow.ly/aSax3015j0t)
- Why does clinical trial diversity matter to FDA? Dr. Borio’s take on being a #ClinicalTrialsChampion [ow.ly/SMXU3015j17](http://ow.ly/SMXU3015j17)



- 4 Ways to be a #ClinicalTrialsChampion [ INFOGRAPHIC] <https://go.usa.gov/xQCNS>
- @FDAOMH Asst. Commissioner Dr. Bull talks about FDA’s work in clinical trial diversity #ClinicalTrialsChampion [BLOG] <http://ow.ly/Dkcb301hBz1>



***Cover Photos, Web Banners, and Infographics***

You can add the graphics below to your website or attach to social media messages to better engage your audience.



***Sign up for the Thunderclap***

Pledge your support and join the Thunderclap on June 20<sup>th</sup>. This Thunderclap blast will help send a message to the world that diverse patients are needed in clinical trials. Click on the link below to sign up [ow.ly/OhM0301g33J](https://ow.ly/OhM0301g33J).

Thunderclap message: "Show your support and become a #ClinicalTrialsChampion to let others know why we need more minorities in clinical trials". Can we find 100 #ClinicalTrialsChampion 's who can help us reach over 1 million people?

### **Email/e-blast**

Dear Member,

2016 is the “[Year of Clinical Trials Diversity](#)”!

You can be a #ClinicalTrialsChampion by helping us spread the message that clinical trials participants should represent the patients who will use the medical product—this is particularly important in addressing health disparities. Below are sample social media messages with links to our materials to help educate yourself and others on why this matters.

#### **Video Link & Tweet:**

- Shirley is an author, advocate, and a #ClinicalTrialsChampion. Watch her story [VIDEO] <http://ow.ly/aSax3015j0t>
- Why does clinical trial diversity matter to FDA? Watch Dr. Borio’s video #ClinicalTrialsChampion [ow.ly/SMXU3015j17](http://ow.ly/SMXU3015j17)

#### **Infographic Link & Tweet:**

- 4 Ways to be a #ClinicalTrialsChampion [ INFOGRAPHIC] <https://go.usa.gov/xQCNS>

#### **Blog Link & Tweet:**

- @FDAOMH Asst. Commissioner Dr Bull talks about FDA’s work in clinical trial diversity #ClinicalTrialsChampion [BLOG] <http://ow.ly/Dkcb301hBz1>

### **Sample Blog**

## **Did you know? Your race or ethnicity can affect how you respond to medicine**

FDA is releasing six public service announcements, a blog, and an infographic to encourage people of diverse races and ethnicities to participate in clinical trials.

**You can be a #ClinicalTrialsChampion by sharing these resources far and wide! Spread the word: a person’s race or ethnicity can affect how his or her body responds to medicine.**

That’s why clinical trials participants need to represent the patients who will use the medicine. Your race or ethnicity could affect the dose you need, or something even more serious. But most clinical trial volunteers are white and male—racial and ethnic minorities are seriously underrepresented.



The six videos feature Shirley Miller, who lives with sickle cell disease, or Dr. Luciana Borio, Chief Scientist at FDA. It is important to note that sickle cell disease is a genetic blood disease and 80% of people with sickle cell are of African descent.

Watch them talk about how you can be a #ClinicalTrialsChampion by helping to develop new treatments to fight diseases that impact minority communities!

Infographic: [4 Ways to be a #ClinicalTrialsChampion](#)

Dr. Jonca Bull's Blog: [Be A Champion for Clinical Trial Diversity](#)

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Video 6: [Dr. Luciana Borio: FDA's Role in Increasing Clinical Trial Diversity](#)

These resources are a part of FDA's campaign, "[2016: the Year of Clinical Trial Diversity](#)," and they are sponsored by the FDA Office of Minority Health.

Find more information from FDA about [Minorities in Clinical Trials](#).