

The C.A.S.T.

Community Advocacy Site Training Lecture Series

The C.A.S.T. Lecture Series focuses upon Clinical Trial Site Investigators and how they can learn to expand their relevancy in minority communities.

From Reception to Dinner Lecture, (The Challenge, The Truth and The Solution), the Q&A and roundtable discussions build upon each Session.

The C.A.S.T. Lecture Series expands the Site investigator's minority outreach strategy to both African American and Hispanic populations. C.A.S.T. helps make manageable, the uniqueness of their individual cultures within their communities.



The Challenge

Clinical Investigators, physicians, principle Investigators, and Clinical Associates will hear panels of community leaders discuss the challenges faced by THEIR community—why and how it has come about and "Taking it To The Streets" STRATEGIES for minority recruitment in THEIR community.

P&E Associates

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Dear P&E Associates:

Thank you so much for inviting Texas Neurology to your recent Lecture Series (May 2012). Our participation gave us the opportunity to reach out to the African American population in regards to a very difficult topic... We hope to hear from you soon to continue the discussion on how we can assist the African American community about learning and participating in research.

Janie McCloskey, RN,
CCRC
Clinical Research Director
Texas Neurology

The C.A.S.T.

A Site Training Lecture Series that evolved from *African Americans in Clinical Trials - AACT I, II Dinner Lecture Series -- Patient Clinical Research Education outreach program.*

The Truth

The C.A.S.T. brings African American and Hispanic physicians, community and faith-based leaders together to look at specific (and immediate) ways clinical trials can reach their constituencies. Approach is PARAMOUNT and gathering within comfortable and safe surroundings to learn and explore is the first step. The C.A.S.T. shows Site Investigators what they need to know to raise trust and confidence in their own community; working with people and patients in the community who WANT to be involved in clinical trials and to learn about new drug discoveries for themselves and their families.



The Solution

The C.A.S.T. four-hour Luncheon or Dinner Lecture Series requires a commitment from the Investigator. The final Solution will leave the Investigator with a notebook filled with ideas, contacts, appointments, clinical trials prospects and speaking engagements that will build trust and education about your trials. Also an outreach will be developed focusing upon attending sites current clinical trials.

Minority Community Advocacy include

- Patients
- Mega Churches/Health Ministries
- Community Health Advocates
- African American Physicians
- Hispanic American Physicians
- Community Leaders
- Social and Greek Organization Leaders



MEASURING The C.A.S.T. RESULTS

- *Each Lecture Session as well as Post-event Surveys are taken: What Sites learned, value of program, level of opportunity to recruit in future from this program.*
- *Survey taken 30-days following Lecture Series to confirm contacts, connections made, speaking engagements and recruitment opportunities within African American and/or Hispanic American communities as result of the C.A.S.T. Lectures and follow up introductions.*
- *Comparative level of Minority patients recruited into clinical trials from attending Sites, within a set period of time, and based upon disease therapy and trial protocol.*