



CLINICAL
TRIALS
AWARENESS

WEEK

S O C I A L M E D I A T O O L K I T



CTAW 2018 SCHEDULE OF EVENTS

IN-PERSON EVENT - WASHINGTON, D.C.

Tuesday, May 1 – Clinical Trials Panel Discussion on Capitol Hill

9:30 AM – 10:30 AM EDT

Capitol Visitors Center, SVC-215

Join the Coalition for Clinical Trials and National Coalition for Infant Health for a policy discussion on Capitol Hill.

[PLEASE RSVP here.](#)

Those attending, please be sure to tweet your pictures & impressions from the event with #CTAW2018!

TWITTER TOWNHALL

Wednesday, May 2 – Twitter Chat

12 – 1 PM EDT

CCTA will be hosting a Twitter chat during CTAW and would love for you to join as we discuss the importance of clinical trials participation for infants and adults.

We will be asking the following questions:

Q1. Older adults are often excluded from clinical trials. What barriers might exist that prevent an older person from being considered for inclusion in a trial?
#CTAW2018

Q2. Clinical trials data is often gathered from trials enrolling “healthy participants, 18-64 years of age”. What consequences may result from treating seniors with approved therapies, even though the clinical trials did not include patients in their age group? #CTAW2018

Q3. On the other end of the age spectrum, in order to know how babies & children will respond to drug therapies, it would be important to include them in clinical trials, too. As a parent, what would impact whether you enrolled your child in a clinical trial? #CTAW2018

Q4. How are patients learning about clinical trials these days? Are doctors taking the lead in telling their patients, or are patients finding them on their own?
#CTAW2018



Q5. How would you change the way clinical trials are designed in order to alleviate barriers for all age groups, but especially for the very young and the very old? #CTAW2018

Q6. Finally, where can patients find new resources that educate the public about clinical trials, encourage clinical trials participation and dispel common misconceptions? #CTAW2018

To participate:

1. **JOIN** @CCTAwareness at noon EST on Wednesday, May 2.
2. **TO RESPOND**, tweet back at us and label your responses accordingly with A1, A2, A3, A4, A5, A6. We will be asking a new question every 5-10 minutes.
3. **ENGAGE** with other chat participants. You can tweet back at them, like their tweet, or RT them.
4. **PLEASE** always include the hashtag **#CTAW2018** so your comments can be tracked as part of the conversation.

SOCIAL MEDIA TOOLKIT (#CTAW2018)

As part of Clinical Trials Awareness Week, CCTA will be releasing new infographics around clinical trials participation in the infant and elderly populations. Use the following messages to help amplify the message this week. Don't forget to use the hashtag: **#CTAW2018**.

Infants



1998 Called.

It's been too long since a drug was tested and approved for newborns.



Coalition for Clinical Trials Awareness *NCfIH* National Coalition for Infant Health
Protecting Access for Premature Infants through Age Two

Babies are just tiny adults, right? So ... half?



Infants need drugs tested and approved just for them.

Coalition for Clinical Trials Awareness *NCfIH* National Coalition for Infant Health
Protecting Access for Premature Infants through Age Two



Sample Tweets:

- DYK? It's been 20 years since newborns had a drug approved just for them. <https://bit.ly/2HBFpk9> #CTAW2018
- Since the last #treatment for #infants was approved (1998), what other advances has society seen? #iPhone #smartphone #tablets. What others can you think of? <https://bit.ly/2HBFpk9> #CTAW2018
- #ClinicalTrials awareness can help newborns have more drugs proven safe just for them. <https://bit.ly/2HBFpk9> #CTAW2018
- Newborns need drugs that have been tested and approved just for them, so why have there been no new drugs tested and approved for newborns since 1998? <https://bit.ly/2HBFpk9> #CTAW2018
- #ClinicalTrials awareness is a critical step toward getting infants medication that's proven safe just for them. <https://bit.ly/2HBFpk9> #CTAW2018
- Increased infant participation in #clinicaltrials will ensure newborns have medicine that has been specifically approved for them. <https://bit.ly/2HBFpk9> #CTAW2018
- Why has it been so long since newborns had a medication that was approved for them? <https://bit.ly/2HBFpk9> #CTAW2018
- #ClinicalTrials need more #infants and #children. <https://bit.ly/2HBFpk9> #CTAW2018
- What's missing from #clinicaltrials? Infants. <https://bit.ly/2HBFpk9> #CTAW2018

Sample Facebook Posts:

- The last year an available drug was tested and approved for newborns was 1998. Newborns need more drugs tested and approved just for them. <https://bit.ly/2HBFpk9> #CTAW2018
- More clinical trials participation = more drugs tested and approved just for newborns and children. <https://bit.ly/2HBFpk9> #CTAW2018
- Although 4 million babies are born in the US each year, 90% of medications administered to newborns haven't been approved for infants by the FDA. Clinical trials will ensure infants have medication that is safe for them. <https://bit.ly/2HBFpk9> #CTAW2018

Senior Citizens



Sample Tweets:

- Seniors are underrepresented in #clinicaltrials. Spreading awareness can encourage their participation. <https://bit.ly/2raP9Yp> #CTAW2018



- Evidence showing how #seniors respond to many medicines is lacking. Increased awareness of #clinicaltrials can help. <https://bit.ly/2raP9Yp> #CTAW2018
- #ClinicalTrials need more #senior citizens. <https://bit.ly/2raP9Yp> #CTAW2018
- What's missing from clinical trials? #Seniors. <https://bit.ly/2raP9Yp> #CTAW2018
- More seniors should be included in #clinicaltrials for diseases that impact them. <https://bit.ly/2raP9Yp> #CTAW2018
- Spreading awareness of #clinicaltrials can help to get more #seniorcitizens involved. <https://bit.ly/2raP9Yp> #CTAW2018
- Shouldn't #seniorcitizens be involved in #clinicaltrials for conditions that affect them? <https://bit.ly/2raP9Yp> #CTAW2018
- What ideas do you have for increasing #seniorcitizen participation in #clinicaltrials? <https://bit.ly/2raP9Yp> #CTAW2018
- Seniors shouldn't miss out on clinical trials that revolve around conditions that affect them directly. <https://bit.ly/2raP9Yp> #CTAW2018
- Medicine can impact older patients differently. #ClinicalTrials need more senior participants. <https://bit.ly/2raP9Yp> #CTAW2018

Sample Facebook Posts:

- Safe medicine means knowing how it will affect senior citizens before they begin taking it. More awareness of clinical trials can help this. <https://bit.ly/2raP9Yp> #CTAW2018
- What's missing from seniors' active lifestyle? Clinical trials participation. <https://bit.ly/2raP9Yp> #CTAW2018
- No busy retirement is complete without clinical trials participation. <https://bit.ly/2raP9Yp> #CTAW2018
- Why are more seniors not involved in clinical trials that research treatments for conditions that impact them? <https://bit.ly/2raP9Yp> #CTAW2018