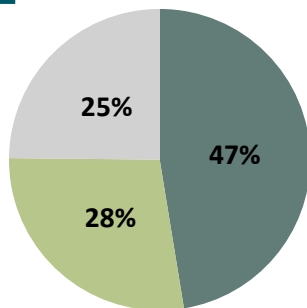


Clinical Trials Campaign Feedback Survey

Summary Report: Findings from 310 respondents

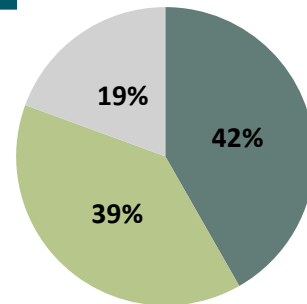
Survey notes. Respondents were randomly assigned to view different sets of campaign products before answering identical survey questions; 33% respondents viewed Videos 1 and 3, 33% viewed Videos 2 and 4, and 34% viewed Video 5 and the campaign web page (see Appendix A). This report presents cumulative data across all 310 respondents. Importantly, all respondents identified as Black or African-American.

Location



■ Chicago, IL
■ Houston, TX
■ Philadelphia, PA

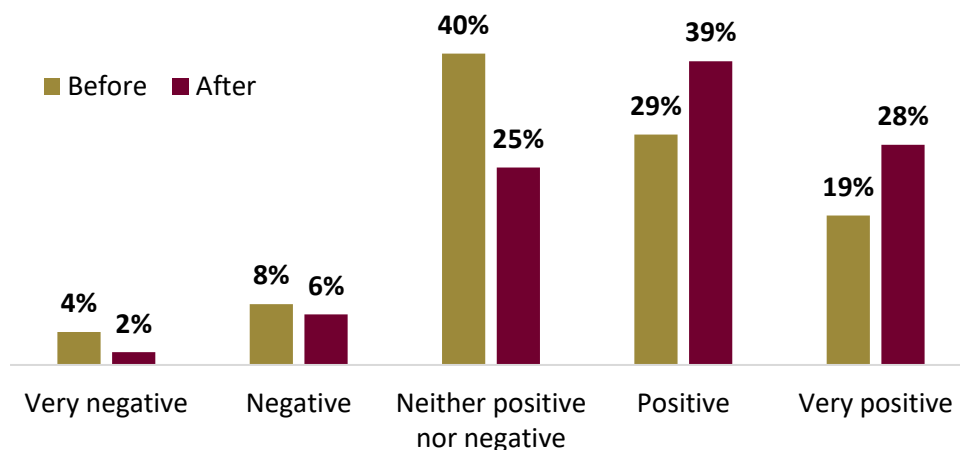
Age



■ 18-35 years old
■ 36-55 years old
■ 56+ years old

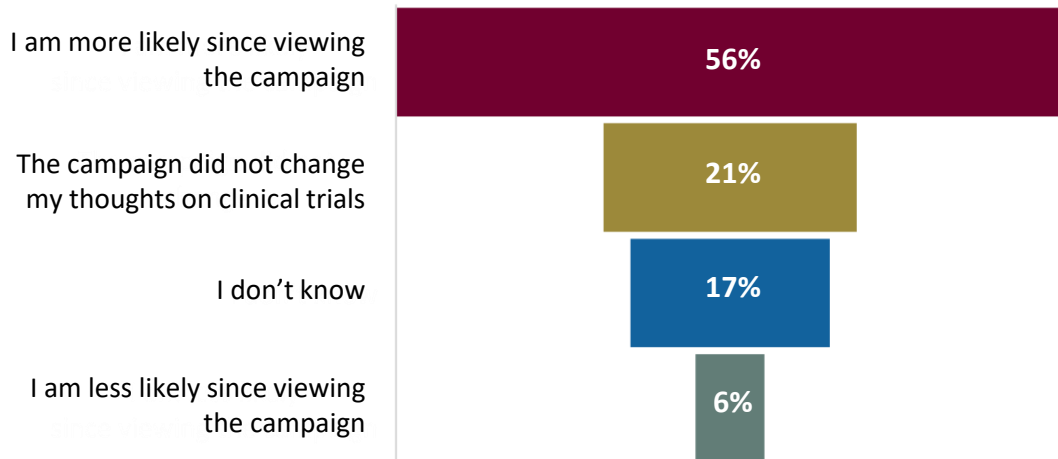
Effects of the Campaign

Attitudes towards participating in a clinical trial. Before viewing the campaign, a little under half of the respondents had neither negative nor positive attitudes towards clinical trial participation. After viewing the campaign, only a quarter of respondents had neither negative nor positive attitudes, and a greater percentage of respondents indicated positive and very positive attitudes. Overall, the campaign successfully improved respondents' attitudes towards participating in a clinical trial.



Effects of the Campaign (continued)

Likelihood of considering a clinical trial as a treatment option. After viewing the campaign, respondents were asked how likely they are to consider a clinical trial as a treatment option for themselves or a loved one if they were diagnosed with cancer. More than half of the respondents expressed a greater likelihood of considering a clinical trial as a treatment option after viewing the campaign.



Call to action. Respondents were asked whether viewing the campaign encouraged them to take action now or in the future. The campaign motivated over one-third of respondents to talk to a friend, loved one, or health care provider about clinical trials and do more research on clinical trials. One-third of respondents also expressed motivation to visit American Lung Association web pages. Only 12% of respondents said they would not take action.



Campaign Message

Learning something new after viewing the campaign. An overwhelming 85% of respondents indicated they had learned something new after viewing the campaign.

Sharing the campaign message. When asked if they would share the campaign message with friends, family, and others either now or in the future, 61% of respondents said they were likely and very likely to. Around 12% of respondents were unlikely or very unlikely, and 27% were neither likely nor unlikely.

Communicating the importance of clinical trials. 77% of respondents indicated that the campaign clearly communicated information about the importance of clinical trials. Only 10% of respondents believed the campaign did not clearly communicate this information.

“I learned that it can be possible for myself as a black male to receive better medical care as a result of participating in clinical trials.”

“I learned that there was active interest for Black people to take part in clinical trials; I knew all about racism in the medical field.”

“That they have clinical trials that you can get treatment and the research data is used for the purpose of helping other in the future.”

“I learned that blacks could benefit from participation in lung cancer clinical trials. It not only helps them but also helps doctors to learn what works for them. It might also be the only way for them to get access to cutting edge treatment. I also learned that everyone in these clinical trials get treatment and not a placebo like in other trials.”

“I learned that African Americans typically do not participate in clinical trials; therefore, there is not a lot of research/answers available for African Americans.”

“To look more into American Lung Association and educate myself on this because I don’t know much about it.”

“African American are needed to participate in clinical trials so that more ethnic specific outcomes with treatment can be discovered.”

“That trials can make a difference in the community.”

What Respondents Liked Most

Representative

- “The people in the video looked like me.”
- “It’s made for people with my background.”
- “I liked the outreach to the Black community; it’s not that common.”
- “I liked that there were people of color encouraging other people of color to do clinical trials.”
- “I liked that it featured such a strong sense of diversity amongst participants and normalcy.”
- “I like that it talked about race discrimination in medical care.”

Authentic

- “It was very informative, it made me feel like I have someone who really cares.”
- “It was authentic and heartfelt.”
- “How honest the people in the ad were.”
- “I like that they had a doctor delivering the message instead of an actor.”
- “Real doctors real people talking to the community about what’s needed to save our lives.”

Informative

- “How easy it was to understand and get the message of what it was all about.”
- “The campaign is on point. Very educational. Something that I was not aware of or have never thought about.”
- “The fact that it outlined the advantages of clinical trials.”
- “I like that it was very informative in the short time frame. If I was looking for a clinical trial, I have foundation information to do more research.”

Encouraging

- “That it encourages African American in their health choices.”
- “Direct message exploring the problem and suggesting a game plan for the solution.”
- “It’s trying to reassure an ethnicity that is always skeptical given past history in trials.”
- “I am so glad to see the video on clinical trials, and will ask my doctor about them.”
- “It makes me want to look more into it and help others!”

Respondents’ Suggestions For Improvement

- “Not sure, what to ask the doctor and if it’s available for all insurances.”
- “Perhaps some stats regarding participation and mortality rates vs other populations.”
- “I think they could have showed how much clinical trials help by posting numbers and graphs.”
- “More life stories from actual patients.”
- “More insight on benefits of the trials.”
- “I thought the participants talked too fast or maybe the motion of the video could’ve been slowed down more.”
- “Showing more of the research being done.”
- “More specialist talking about how they make things easier for you.”
- “Showing more diverse people actually participating in trials and discussing their outcomes.”
- “Testimonials from past participants and long term results and/or progress.”
- “A real story from a patient and his/her health care provider.”

Appendix A

33% of respondents viewed:

- Video 1 (A Doctor and Pastor on Clinical Trials in the Black Community)
- Video 3 (Pastor Collins on Clinical Trials)

33% of respondents viewed:

- Video 2 (Sheena: Lung Cancer Clinical Trial Participant)
- Video 4 (Dr. Ozuru Ukoha on Clinical Trials)

34% of respondents viewed:

- Video 5 (Sheena on Clinical Trials)
- Campaign web page