


Increasing The Representation of Women of Color in Breast Cancer Clinical Trials

For the Breast of Us and Sommer Consulting partnered to conduct research to understand how key players in the clinical trial space can better bridge the gaps that exist to help mobilize the breast cancer community, assist women of color in overcoming these barriers, and increase clinical trial diversity. This study consisted of phone interviews and an online survey with responses from women of various races/ethnicities, with and without a breast cancer diagnosis.


THE BARRIERS

 **Distrust** Approachability and getting questions answered were the most important trust and knowledge barriers.


- Unsure of trustworthy resources
- Conditioned to being underrepresented
- Systemic racism

 **Logistics** Taking time off from work and scheduling were the most important logistical barriers.

- Time
- Childcare
- Time off work

 **Fear** Concerns over side effects, not receiving treatment, and being a guinea pig were the most important fear barriers.

- "Guinea Pig"
- Misunderstanding
- Shame

 **Access** Concerns about cost and systemic racism were the most important access barriers.

- Location
- Insurance/Cost
- Language

BARRIER-BREAKING IDEAS

- Partner with trained BIWOC Patient Ambassadors (clinical trial experience a plus)
- Diversity, equity and inclusion as guiding principles for all healthcare experiences including program design, marketing and staff
- Train HCPs in shared-decision making, bedside manner and active listening
- Establish ongoing relationships with BIWOC communities
- Strive for diverse representation in trials and publish the exact breakdowns
- Provide transparency about the use of data and purpose of study

- Provide financial assistance without use restrictions
- Partner with organizations to provide free or discounted childcare services
- Provide flexible appointment times such as weekends and evenings
- Set clear expectations
- Be proactive in presenting solutions for logistic barriers

- Educate patients and their families about the benefits of clinical trials, how they work and how they have been improved
- Highlight the importance of participation of BIWOC participants

- Actively recruit BIWOC for clinical trials
- Ensure trials are open across all facilities
- Provide easy-to-understand, health-literate materials in "plain English" and multiple languages
- Encourage BIWOC patients of all stages to ask more questions about clinical trials
- Ask earlier. Position clinical trials as standard options instead of last resorts
- Clearly outline any out-of-pocket costs

FULL REPORT



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