

# CLINICAL TRIALS

## GUIDE TO INCLUSION

### PLEDGE

WORKING WITH CLINICAL TRIALS  
ORGANIZATIONS TO END RACIAL  
DISPARITIES.



Tigerlily Foundation  
**#InclusionPledge**



## THE FACTS

- Breast cancer death rates are 40% higher among Black women than white women.
- Black women are underrepresented in clinical trials, making up less than 5% of participants.
- Research has found that Black people are under-represented in clinical trials even when the disease disproportionately affects them.

## PURPOSE

- The #InclusionPledge provides a transparent and tangible framework across stakeholders to identify and track equity actions, holding organizations accountable to making specific, measurable outcomes that will result in dismantling systemic barriers and co-creating solutions that will result in health equity for Black women and end disparities in our lifetime.

## WHAT YOU SHOULD KNOW ABOUT BLACK WOMEN & BREAST CANCER

- Too often, Black women face biases and discrimination from healthcare providers, which can have life or death consequences and cause psychological and emotional trauma. Medical racism also leads to mistrust of medical professionals.
- Black women are critically underrepresented in clinical trials, resulting in drugs and treatments being developed without considering efficacy and adverse effects for them.
- Black people and especially Black women are also critically underrepresented among healthcare professionals. As a result, Black patients do not always see themselves represented in their providers, and receive care that lacks cultural and racial sensitivity.
- Black women are disproportionately affected by socio-economic and systemic challenges that limits their access to medical care, healthy lifestyle-promoting activities and environments, and support systems.
- Breast cancer is typically depicted as a disease that affects white women, which affects Black women's decision to get screenings and take prevention measures.

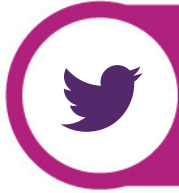
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## WHAT CLINICAL TRIALS ENTITIES CAN DO

1. Understand the abuse that has caused the mistrust in the medical system amongst patients of color.
2. Be prepared to offer resources to tackle the systemic and individual barriers to inclusion in trials.
3. Realize that increasing the representation of Black women in trials is not only the right thing to do, but makes for better and more accurate trials.



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## SUGGESTED COMMITMENTS

1. Commit to increasing diversity in your research workforce - diversity in researchers raises trust levels and often leads to more diversity in participants.
2. Check your biases: Black women often are not asked to participate in trials, due to bias and selection criteria that de facto exclude them. Educate your workforce about bias and check your criteria: are you providing financial compensation for accommodation/caretaking? How easy is it to travel to your facilities?
3. Invest in community outreach: take time to understand who you are trying to reach and what is the best way to do so. Advertise on social media platforms and TV in a way that speaks to Black women.
4. Be mindful of marketing: the language and images you use in marketing materials should resonate with Black women.
5. Foster trust through transparency: make sure that Black women have all of the information they might need about the nature of the trial in a way that is accessible to them.
6. Educate Black women's families and loved ones about clinical trials, to ensure everyone is on the same page.
7. Leverage community advisory boards and patient advocates!

