

PHARMA INDUSTRY GUIDE TO INCLUSION

PLEGDE

WORKING WITH HEALTHCARE
PROVIDERS TO END RACIAL
DISPARITIES.



Tigerlily Foundation
#InclusionPledge



THE FACTS

- Breast cancer death rates are 40% higher among Black women than White women.
- Black women represent only 5% of women in breast cancer clinical trials
- TNBC is more common in Black women.
- 71% of Black women are single parents

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 PHARMACEUTICAL COMPANIES CAN DO

- Understand the abuse that has caused the mistrust in the medical system amongst patients of color.
- Be prepared to offer resources to tackle the systemic and individual barriers to inclusion in trials.
- 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
- Work to increase diversity in your own workforce



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SUGGESTED COMMITMENTS

1. Identify barriers to recruitment, enrollment and retention of Black women in clinical trials and work towards more diversity in trials
2. Develop, disseminate and amplify clinical trial content focused on patients' needs (e.g., communicating information in layman terms, understanding and addressing the existing concerns, fears, mistrust, emotions and barriers for historically marginalized/racially and ethnically underserved populations).
3. Engage advocates of color in diversity initiatives across company programmatic areas
4. Provide financial support to eliminate barriers to trials by investing in organizations doing disparities work in a strategic, actionable and measurable way.
5. Engage Black patients across spectrum of work - purposefully partner with patients and communities to learn from them where gaps exist and how we can advance science by ensuring the voices of Black people – patients, caregivers, patient advocacy leaders, researchers, clinicians, etc. – are represented
6. Engage and support Black-led and patient-led organizations.
7. Commit to increasing diversity in your workforce and embed inclusion in your People Processes.

