

Partners Use the Clinical Trials Series in Innovative Ways

Thank you for your great work using the *Clinical Trials Series!*

The Arkansas Special Populations Access Network (ASPAN) promotes cancer control activities throughout the state of Arkansas. One of ASPAN's goals is to enhance and increase minority accrual to clinical treatment and prevention trials. In 2002, ASPAN began a partnership with NCI's Mid-South Cancer Information Service to plan and implement clinical trials train-the-trainer workshops specifically for minority health professionals and the minority lay community, as well as other groups. The Little Rock Black Nurses Association of Arkansas (LRBNAA) and the Arkansas Medical, Dental, Pharmaceutical Association (AMDPA) provided four groups of African-American health professionals for these workshops. Ninety-two people have been through

ASPAN's clinical trials train-the-trainer program and more than 1,600 people have been reached through community information sessions on clinical trials. Every component of the CTES has been used to conduct these training sessions, beginning with the in-depth presentation. The basic workbook served as a memory refresher for information after the in-depth presentation. Both videos were explained and shown to the group. In addition, the in-depth program, basic workbook, trainer's guide, and advocacy guide were installed in 3-ring binders and given to the participants.



Training sessions presented by Regina V. Gibson, RN, CHES, CCRP, and Misty Smith, BS, CHES of ASPAN.

We know you are also doing great things with the *Clinical Trials Education Series*. E-mail us about your activities and have your efforts featured in the next issue of *Partnering*.

POET Web Site To Be Redesigned

We are giving our Web site a makeover! The new and improved POET site will have a new look, new features, and more useful information for Partners. Based on feedback from our Partners, we decided to redesign the site to make it more user-friendly. We are hard at work making POET a site that you will want to return to again and again. Some of the changes include:

- ◆ A more streamlined look.
- ◆ Better navigational tools.
- ◆ An "Advice from the Field" section for your questions about CTES and clinical trials outreach.
- ◆ A summary report of all the semiannual survey data your organization has submitted.
- ◆ The ability to look at semiannual survey results from all Partners for any reporting period.
- ◆ And much more!

Be sure to check out the new POET Web site when it launches in January 2005. We are also looking for feedback from Partners about the site. E-mail us at ncipoetinfo@mail.nih.gov to tell us what you like about the new site, submit any questions you may have, and present any suggestions you think would further improve POET.

Partnering On Education Tools (POET)

OESI's Web Site for Partners

Clinical Trials Promotional Materials Available On Line

Did you know that the *Clinical Trials Education Series* (CTES) is complemented by a set of promotional resources to make it easy for you to spread the word to your patients, colleagues, and the community? These materials are already designed and ready for use in your outreach efforts, so there is no need to “reinvent the wheel”! Many Partners are currently using these materials. For example, during

the period January—June 2004, Partners downloaded the CTES promotional flyer more than 700 times. Other materials, such as the promotional slide show, handouts, print ads, listserv announcements, newsletter articles, and the Web site posting, have also been downloaded many times. If you have not been taking advantage of these resources, you should visit the “Promotional Tools” section of www.ncipoet.org today!



Now You Can Easily Link Your Web site to CTES

One of the new CTES promotional tools is an easy-to-use graphic link. All you have to do is download this graphic from POET and use the HTML tag listed on the site, and you can create a link from your Web site to the *Series*. Using this link is an easy way for Partners to promote CTES.

Out of your supply of Clinical Trials resources? Try online ordering!

You may know that Partners are able to bulk-order *Clinical Trials Education Series* materials from NCI directly through the POET Web site, but do you know how easy it is? Just follow these simple steps:

1. Log on to POET using your Partner login name and password.
2. Click on the Bulk Order link.
3. Complete the online ordering form.
4. Print a copy of the Confirmation page for your records.

That's all there is to it! No longer do you have to contact OESI directly or fill out and fax your bulk-order form.

Semiannual Survey Due January 15, 2005

Please complete the survey on line at www.ncipoet.org. If you have questions, call 301-594-8992 or e-mail ncipoetinfo@mail.nih.gov.

And the survey says ...

Congratulations! Thanks to your responses to our surveys, we have been able to document the successes of the Clinical Trials program in the field and identify areas for improvement. For survey results, refer to the Program Evaluation Brief that is included with this newsletter.

New Partners

We are pleased to announce that since July 2004, the following organizations have joined NCI as Partners in promoting the *Clinical Trials Education Series* materials.

- ◆ American Academy of Nurse Practitioners
- ◆ CAMC Health Education and Research Institute
- ◆ Cancer Hope Network
- ◆ Cancer Information and Support Network, Inc.
- ◆ Centers for Healthy Hearts and Souls
- ◆ Delaware Breast Cancer Coalition
- ◆ Gilda's Club Worldwide
- ◆ Intercultural Cancer Council
- ◆ Medical Oncology Association of Southern California (MOASC)
- ◆ Moses Cone Health System
- ◆ National Latina Health Network
- ◆ National Women's Health Resource Center
- ◆ New Jersey Commission on Cancer Research
- ◆ Oklahoma Society of Clinical Oncology
- ◆ Sisters Network
- ◆ Society for the Advancement of Women's Health Research
- ◆ St. James Hospital and Health Centers—Comprehensive Cancer Institute
- ◆ Susan G. Komen Breast Cancer Foundation
- ◆ Research Advocacy Network
- ◆ University of Alabama at Birmingham
- ◆ University of Maryland School of Medicine
- ◆ The University of Texas Health Sciences Center at San Antonio

Best wishes from the National Cancer Institute for a wonderful holiday season!