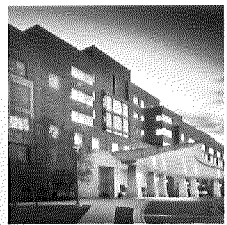


## CLINICAL RESEARCH PROMOTION

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Office of the Clinical Director, Intramural Research Programs  
August 20, 2015



## Intramural Research Program "Labs at NIMH"



- 40+ labs who conduct state-of-the-art research that complements extramural research activities and utilizes the special resources of the NIH
- 100+ ongoing research studies
- NIH Clinical Center

3



## Presenter Disclosure

**Kalene Dehaut**

**The following personal financial relationships with commercial interests relevant to this presentation exist:**

**No Relationships to Disclose**



## Things You and Your Constituents Need to Know Research Participation at the NIMH

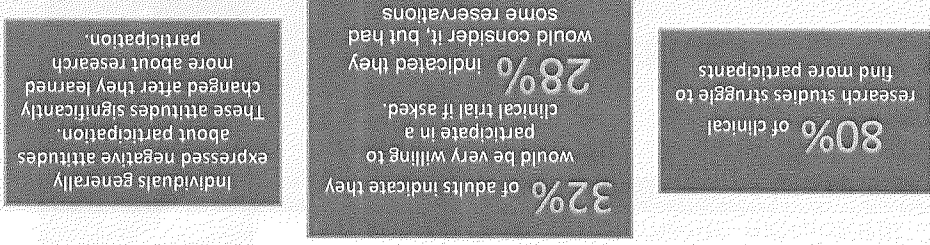
- What types of research studies are being conducted?
- Who can participate in research?
- What is the time commitment?
- Can someone participate if they do not live near the NIH?
- How much does it cost to participate?
- Is there compensation?
- What are participants' rights?

4



## Recruitment Challenges and Awareness

One of the major barriers to recruitment to clinical research trials is a lack of awareness of the opportunity to participate, both by the patient and the provider.



## Awareness and Education

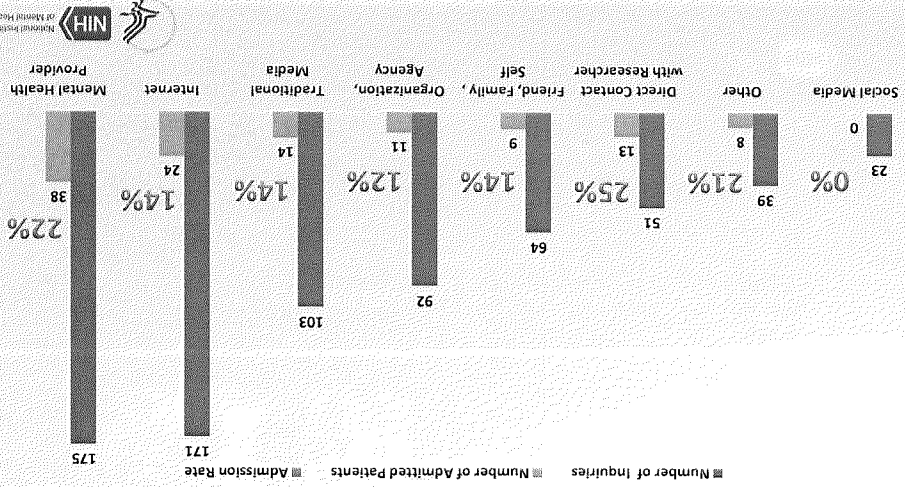
Effective and Quality Outreach is key



## Case Study: Pediatric Bipolar and Irritability Study

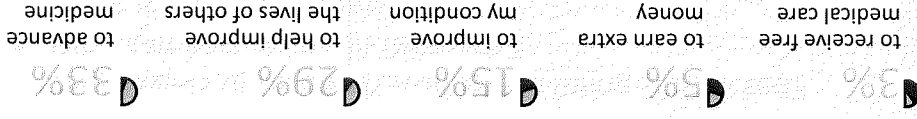
### Total Inquiries & Admissions by Referral Source

2011-2015



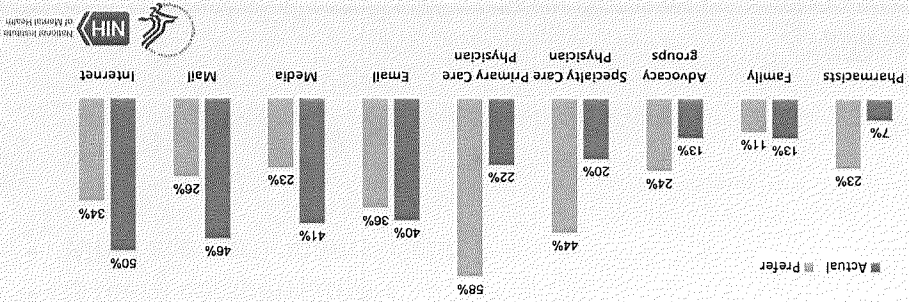
## Awareness of Clinical Research

### Top Reason People Choose to Participate in Clinical Trials



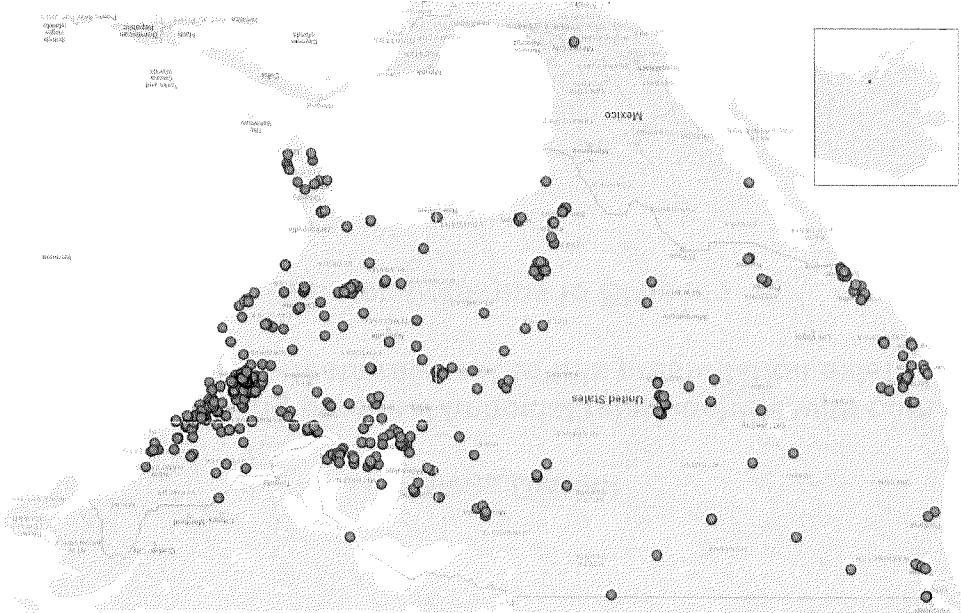
### Top Sources for Clinical Research Information

(Actual Sources vs Preferred Sources)



## Case Study: Pediatric Bipolar and Irritability Study

Where Are They Calling From?





## What We Can Do



### Objectives



### Know Your Audience



### Partners/Collaboration



### Messaging



### Channels/Activities



### Evaluate and Revise

#### What You Can Do?

- ✓ Integrate research education information into programs
- ✓ Host a webinar or podcast
- ✓ Host an event or presentation
- ✓ List NIMH studies on websites and e-newsletters
- ✓ Email a study flyer or pin a flyer on a bulletin board
- ✓ Disseminate materials at events
- ✓ Post a study on social media

#### Where to Find Study Information

- ✓ [www.nimh.nih.gov/JoinAStudy](http://www.nimh.nih.gov/JoinAStudy)
- ✓ OPP Update
- ✓ OPP Outreach Connection Newsletter
- ✓ Twitter
- ✓ Intramural Updates E-newsletter
- ✓ Call me!



## References

- Center for Information and Study of Clinical Research Promotion (CISCRP) website: CISCRP.org
- Emotion and Development Branch, National Institute of Mental Health, National Institutes of Health
- Comis R, Miller J, Aldige C, Krebs L, Stoval E. Public attitudes toward participation in cancer clinical trials. J Clin Oncol. 2003; March; 21(5); 830-35
- Pretesting NIH clinical trial awareness messages: A focus study with patients, caregivers, and the general public. Bethesda, MD: National Institutes of Health, April, 2011
- Cheng SK, Dietrich MS, Dilts DM. Predicting accrual achievement: monitoring accrual milestones of NCI-CTEP-sponsored clinical trials. Clin Cancer Res. 2011 Apr 1;17(7):1947-55



## Study Material Examples

**DO YOU HAVE A CHILD WITH Bipolar Disorder or Severe Irritability?**

**STUDIES OF BIPOLAR DISORDER**  
 The NIMH Clinical Center in Bethesda, Maryland, is conducting research studies on bipolar disorder and severe mood dysregulation (SMD).  
 These studies seek children and adolescents participants who have bipolar disorder or severe irritability. All evaluations, research procedures, treatment, and care are provided and supervised by the clinical center staff. The clinical center staff will ensure that the child's participation in research is provided in a safe and ethical manner. All evaluations, research procedures, treatment, and care are provided and supervised by the clinical center staff.

**STUDIES OF SEVERE IRRITABILITY**  
 The NIMH Clinical Center in Bethesda, Maryland, is conducting research studies on severe irritability. These studies seek children and adolescents participants who have severe irritability. All evaluations, research procedures, treatment, and care are provided and supervised by the clinical center staff. The clinical center staff will ensure that the child's participation in research is provided in a safe and ethical manner. All evaluations, research procedures, treatment, and care are provided and supervised by the clinical center staff.

**BIPOLARKids**  
 FOR FURTHER INFORMATION, CALL: 301-496-8381

NIH logo and contact information.

**Does depression impede your daily life?**

Are you currently lonely, sad and hopeless, experiencing guilt, stress and guilt, and have a lack of interest in everyday activities you once enjoyed?

**Join A Study** Participate in research to help transform the understanding and treatment of depression.

**First Steps to Participate:**  
 1) Call 1-877-MIND-KIDS  
 2) Watch Study Detail  
 3) Ask About Your Eligibility  
 4) Contact Us to Enroll

**Important & Disputable Studies** Investigating the brain and environmental interactions with an inherited and acquired form of bipolar depression symptoms.

Participation may include: completing a baseline survey, participating in a medication trial, and participating in a group therapy, individual therapy, and group therapy.

Participation will be on a 12-week basis. It is not necessary to have a clinical diagnosis. There is no cost to participants. Some studies may require participants from across the USA. Research expenses and compensation are provided.

**Call about eligibility: 1-877-MIND-KIDS**

1-877-646-3456 | TTY: 1-866-411-1020 | email: [mind-research@mail.nih.gov](mailto:mind-research@mail.nih.gov)  
[www.nimh.nih.gov/JoinAStudy](http://www.nimh.nih.gov/JoinAStudy)



