

National Academies Forum
on Drug Discovery,
Development, and
Translation:

*Envisioning a Transformed
Clinical Trials Enterprise
for 2030*

A “North-Star” Vision of What is Possible

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ADAM'S TAKE

CORONAVIRUS

MORNING ROUNDS

HEALTH

HEALTH

For the first time in decades, vaccines are having a moment. Will it last?



By [Helen Branswell](#) March 15, 2021



What accounts for
public understanding of drug development?

- Variety of factors might matter:
 - Salience of public information
 - Misinformation diffusion
 - News framing
 - Existing mental models of science processes
 - Science education
- Our future ability to *address* such factors will be important.

A Vision for 2030

Clinical trials advance science by enrolling people burdened by diseases.

Participant hesitancy has declined.

Trial staff partner with media outlets, community-based organizations, and patients.

Prospective trial participants have credible information – with ties to local communities – available to them.

Adequately contextualized results of trials are widely accessible to general audiences.

Media commentators celebrate clinical trials as important for improving community wellbeing.

A Vision for 2030

*This vision includes both **outcomes** and necessary steps:*

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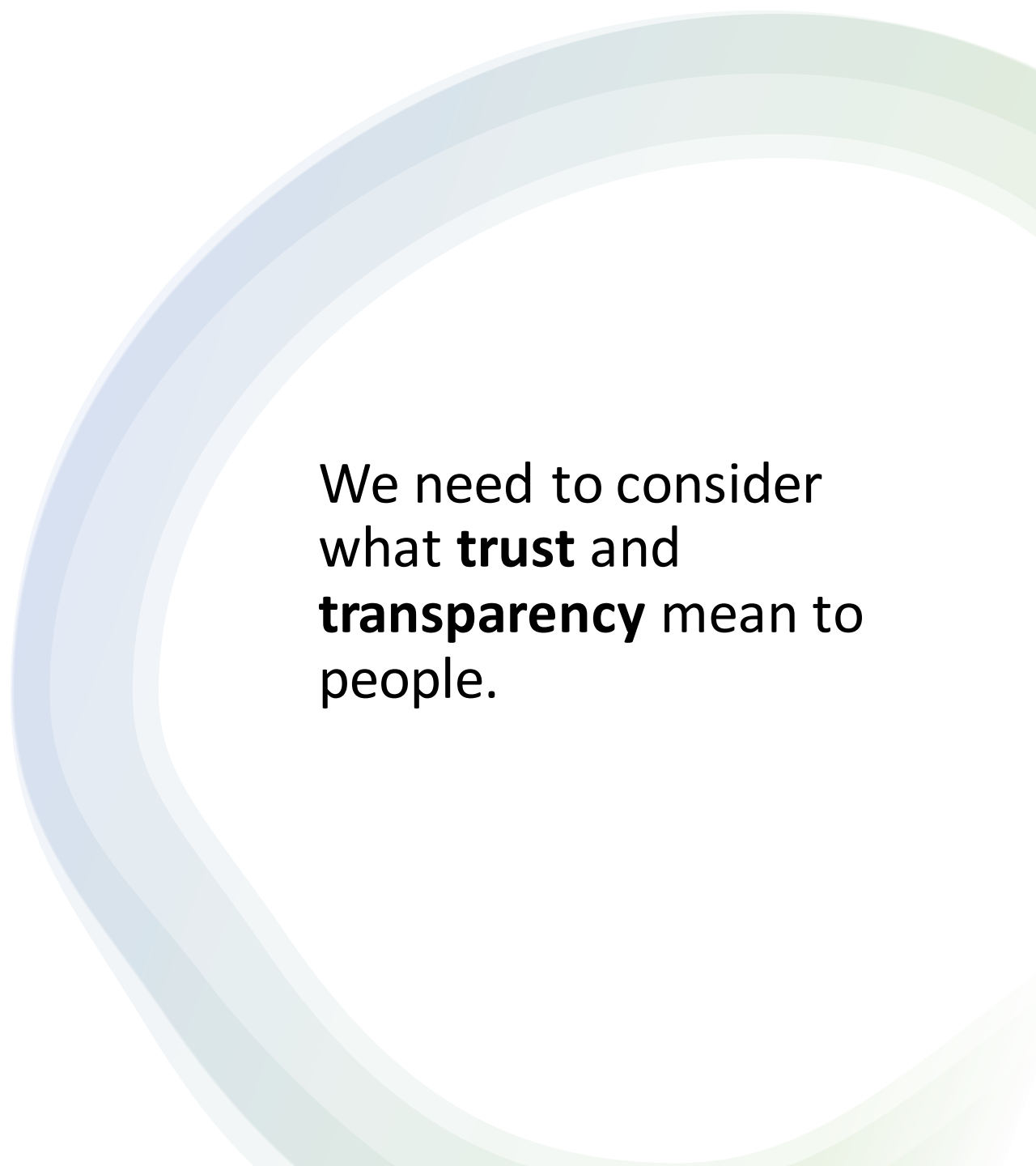
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How might we embrace person-centered communication in support of clinical trials?



We need to consider what **trust** and **transparency** mean to people.



What is trust?

Perception of credibility (or competence)

Perception of reliability (or consistency)

Perception of shared (or encapsulated) interest



Example: Diversification of future trials

Rather than creating altogether new initiatives, may be effective to invest in institutions with a history of relationships, e.g., [National Medical Association](#) or Historically Black Colleges and Universities.

BLOG | [TRUST GUEST BLOGS](#)

Trust as an Antidote to the Viral Spread of Medical Misinformation



Written by
BRIAN SOUTHWELL, PH.D.

July 10, 2020

Building trust might
mitigate the spread
of medical
misinformation

What is transparency?

Making data and analysis visible so that others can evaluate.

Information *availability* matters, yet physical availability not same as deep public *understanding* of that information.



Example: Research translation to improve transparency

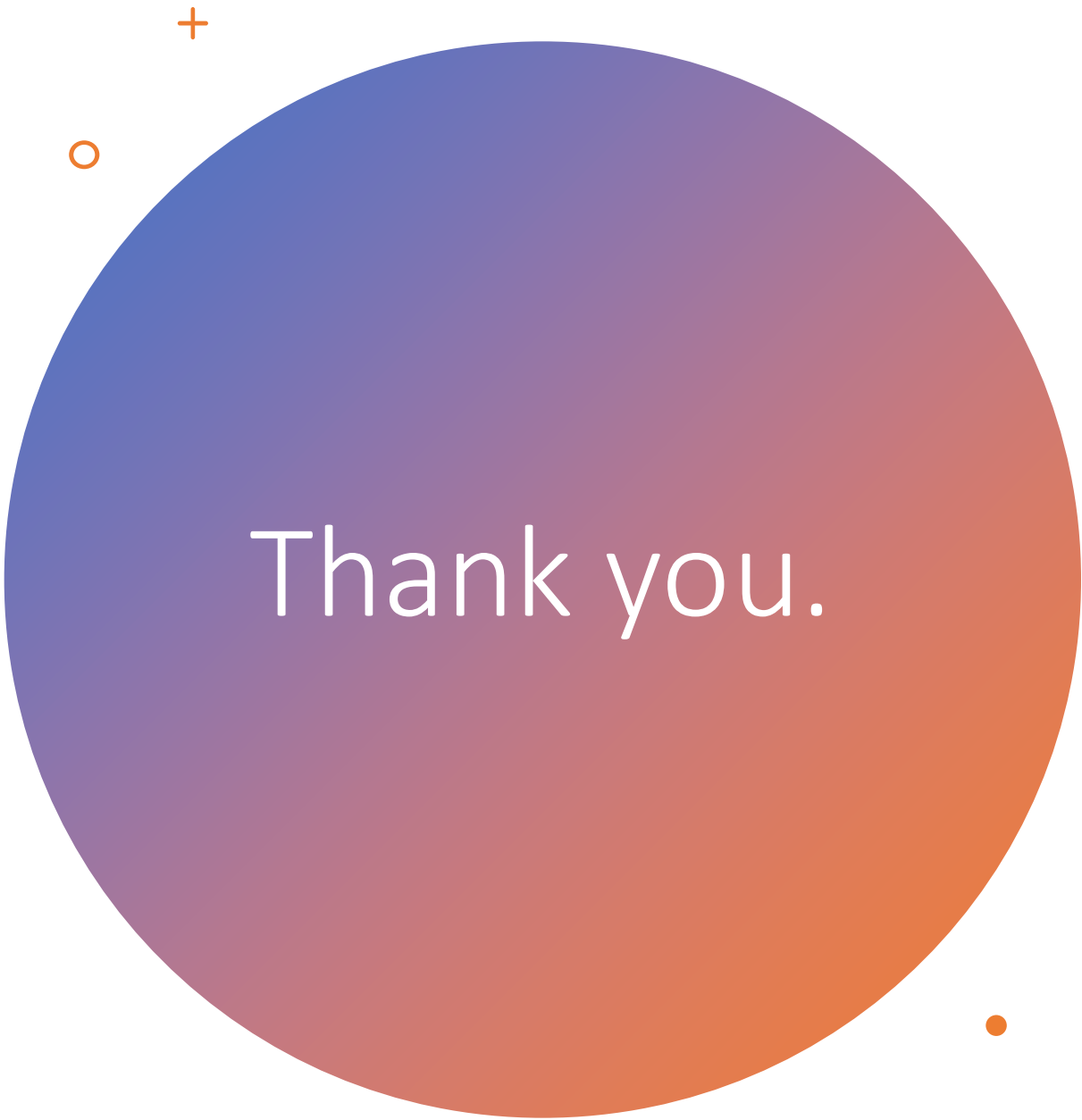
How can you spotlight study data and methods through venues outside of peer-reviewed journals or proprietary platforms?



Example: Michele Andrasik of U. Washington on WNCU's *The Measure of Everyday Life* to talk about clinical trials for HIV vaccines

What do we need to do?

- **Acknowledge** participant values, needs, and motivations.
- **Build and maintain trust** between researchers and participants by acknowledging shared interests.
- Announce and **translate** data and methods to improve transparency.



Thank you.

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