



**The National Academies of Sciences Engineering Medicine
Overcoming Barriers to Diversifying Clinical Trials
March 29, 2021**

Sung Poblete PhD RN
Chief Executive Officer
Stand Up To Cancer

STAND UP TO CANCER



“We’re trying to do no less than change the culture of the way scientific research is done. This is not science for science sake. It is science for patients.”



Laura Ziskin, 1950-2011

Stand Up To Cancer’s (SU2C) mission is to raise funds to accelerate the pace of groundbreaking translational research that can **get new therapies to patients quickly and save lives now.**

SU2C brings together the best and the brightest researchers and mandates collaboration among the cancer community.

By **galvanizing the entertainment industry and with the incredible support of our EIF Board of Directors**, SU2C has set out to generate awareness, educate the public on cancer, and help more people diagnosed with cancer become long-term survivors.

STAND UP TO CANCER

Chaired by Nobel Laureate Phillip A. Sharp, PhD, SU2C's Scientific Advisory Committee is comprised of highly accomplished researchers, physicians and patient advocates.

Phillip A. Sharp, PhD, Chair
Elizabeth H. Blackburn, PhD, Vice Chair
Raymond N. DuBois, MD, PhD, Vice Chair
Lee J. Helman, MD, Vice Chair
Arnold J. Levine, PhD, Vice Chair
William G. Nelson, MD, Vice Chair
Edith A. Perez, MD, Vice Chair
Julian Adams, PhD
Carlos L. Arteaga, MD
Alan Bernstein, PhD
John D. Carpten, PhD
Judy E. Garber, MD, MPH
Richard B. Gaynor, MD
Laurie H. Glimcher, MD
Nancy F. Goodman

James L. Gulley, MD, PhD
William N. Hait, MD, PhD
Waun Ki Hong, MD (*In Memoriam*)
William G. Kaelin, Jr., MD
Michael B. Kastan, MD, PhD
Guillermina (Gigi) Lozano, PhD
Tak W. Mak, PhD
Andre Nussenzweig, PhD
Roderic I. Pettigrew, PhD, MD
Cecil B. Pickett, PhD
Arlene Sharpe, MD, PhD
Laura K. Shawver, PhD
Ellen V. Sigal, PhD
David A. Tuveson, MD, PhD



SU2C HEALTH EQUITY COMMITTEE

SU2C Committee for Health Equity In Cancer Clinical Trials was launched in 2018. Chaired by Dr. Edith A. Perez of the Mayo Clinic, the Committee includes world renowned experts in the fields of cancer research, cancer science and health equity.



Edith A. Perez, MD, Chairperson
Professor of Medicine, Mayo Clinic
College of Medicine



Elizabeth M. Jaffee, MD
Deputy Director, The Sidney Kimmel
Comprehensive Cancer Center at Johns Hopkins
Team Leader, SU2C–Lustgarten Foundation
Pancreatic Cancer Dream Team



Raymond M. Williams
Partner, DLA Piper; National Diversity
and Inclusion Partner



Cheryl A. Boyce, MS (In Memoriam)
Retired Executive Director, Ohio Commission
on Minority Health; Consultant
Advocate, SU2C Multiple Myeloma Dream
Team



Guillermina (Gigi) Lozano, PhD
Chair, Department of Genetics, Division of Basic
Science,
University of Texas MD Anderson Cancer Center
Member, SU2C Scientific Advisory Committee



Karen M. Winkfield, MD, PhD
Executive Director, Meharry-
Vanderbilt Alliance



John D. Carpten, PhD
Professor and Chair of Translational
Genomics,
Director, Institute of Translational Genomics,
Keck School of Medicine of USC



John Whyte, MD, MPH
Chief Medical Officer, WebMD

SU2C HEALTH EQUITY PROCUREMENT LANGUAGE

In collaboration with SU2C leadership, the Committee developed procurement language for proposals across our research portfolio with three critical components related to health equity:

- A plan for how the research will address the populations expected to benefit from widespread use of newly developed treatments
- Patient recruitment and retention plans for including historically underrepresented racial and ethnic populations
- A letter of support from the lead institution's Chief Diversity Officer

GRANT SELECTION PROCESS CONSIDERATIONS

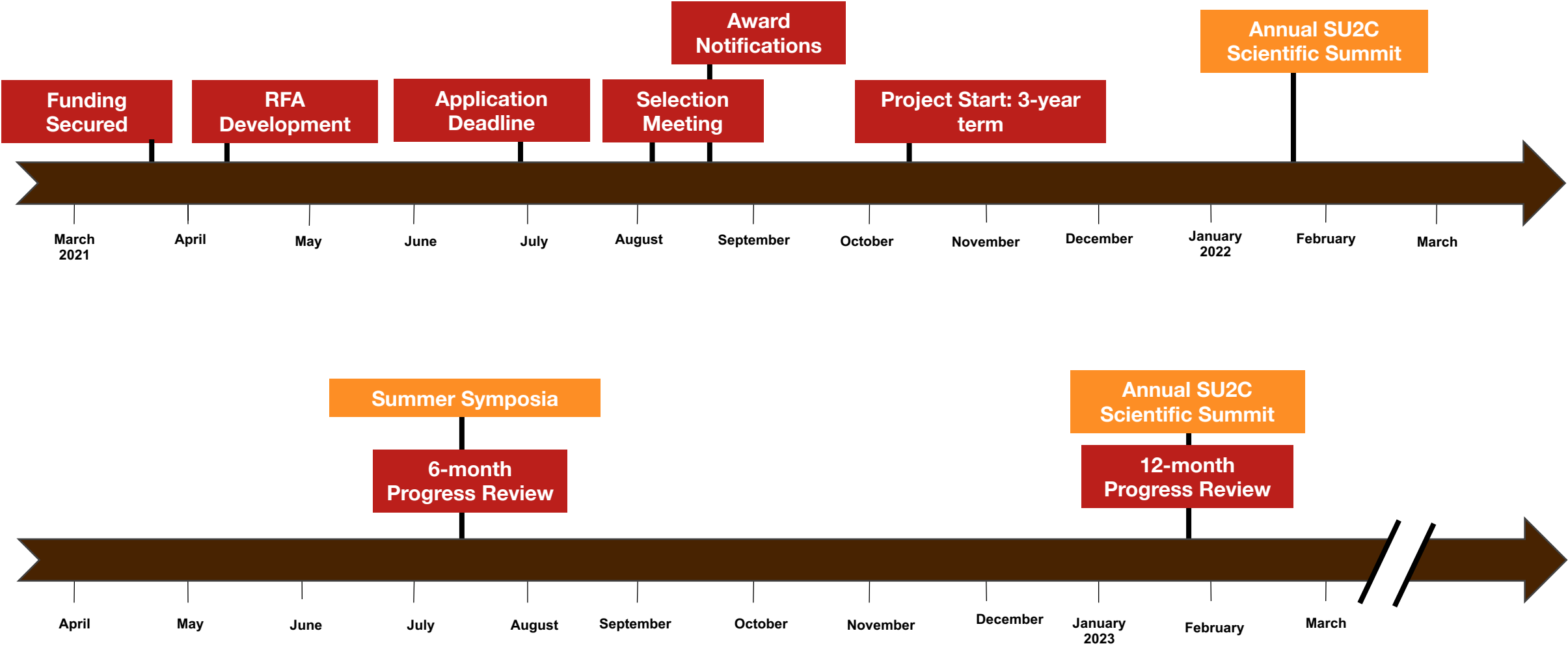
Highlighting documentation from each applicant of their commitment to diversity, equity, and inclusion

- Track record of collaboration and impact between academic and community partners
- Engagement of senior and young diverse investigators in the project
- Potential for the project to leave a legacy that can be followed

Embedding equity-specific criteria into the scoring matrix to discuss and evaluate:

- How the project partnership is designed to prioritize different voices and power-sharing with the specific communities
- The extent to which project leadership is representative of the populations of focus in the proposal
- The extent to which the proposal captures and effectively disaggregates data in order to determine precise impact (i.e., by race/ethnicity)

GRANT PROCESS AND REVIEW CYCLE



2021 RESEARCH HIGHLIGHTS

SU2C research efforts illustrate our commitment to ensure that the discoveries, the treatments, interventions, and prevention strategies are beneficial to all populations.

- **Health Equity Breakthrough Team Grant:** SU2C announced a \$6MM RFA for cancers affecting underrepresented populations supported by a grant from Genentech. The team was announced earlier in March 2021.
- **SU2C Colorectal Cancer Health Equity Dream Team Grant:** SU2C announced a \$6MM RFA focused on screening among minority and traditionally underserved populations supported by a grant from Exact Sciences. The team will be selected and announced in April 2021.
- **Lung Cancer Health Equity Research Team Grants:** SU2C will announce two RFAs totaling \$7MM this spring 2021 that will quickly test new and emerging ideas in treatment for lung cancer in diverse populations and explore immunotherapy symptom management approaches to make these treatments more accessible in rural and community settings. The projects are supported by a grant from Bristol Myers Squibb.

STRATEGIC COLLABORATIONS

Project TEACH: Using a culturally relevant approach, Project TEACH: **Trained Empowered Advocates for Community Health**, provides a unique online training program that empowers and educates black women cancer patients, advocates, and family members on the principles of cancer-focused clinical research. This collaborative project between SU2C, the Black Women's Health Imperative and Friends of Cancer Research is funded through a Eugene Washington PCORI Engagement Award.

Clinical Trials Bingo: We have a collaboration with **Latinas Contra Cancer** to engage the Hispanic community. Our organizations have created a unique bilingual (Spanish/English) patient and caregiver information tool that is part of an overall community health education program to increase awareness about cancer clinical trials.



STAND UP TO CANCER MEDIA & REACH

SU2C has demonstrated its impressive media power with the **biennial "roadblock" telecast**, **900+ celebrity ambassadors**, major **PSA campaigns**.

The telecast has aired simultaneously on more than 70 broadcast and cable networks and streaming and social platforms viewable in 180 countries.

We continue to broaden our reach by expanding our supporter and collaborator base and integrating SU2C awareness and messaging into media in new and innovative ways.



PUBLIC SERVICE ANNOUNCEMENT: CLINICAL TRIALS CAMPAIGN

SU2C launched a national outreach effort to educate patients and caregivers on the importance of clinical trials and address the most common misconceptions.

This effort includes a **multimedia bilingual PSA campaign** and **comprehensive website** with **resources, animated videos** and confidential clinical trial matching resource.

The PSAs combined have garnered **more than 6.5 billion impressions** and run in **more than \$225 million** of donated ad space.

<https://thesocialpresskit.com/clinical-trials>



STAND UP FOR US ALL

Clinical trials bring us closer to the day when all cancer patients can become survivors.

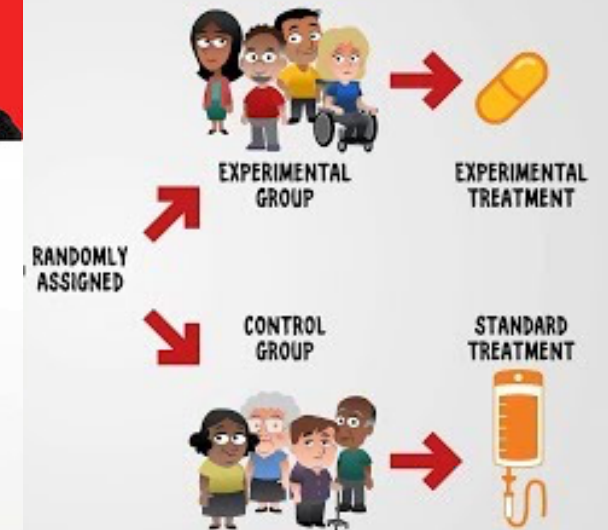
Clinical trials are an essential path to progress and the brightest torch researchers have to light their way to better treatments. That's because clinical trials allow researchers to test cutting-edge and potentially life-saving treatments while giving participants access to the best options available.

If you're interested in exploring new treatment options that may also light the path to better treatments for other patients, a clinical trial may be the right option for you. **Speak with your doctor and visit StandUpToCancer.org/ClinicalTrials to learn more.**



Sonequa Martin-Green, SU2C Ambassador

Stand Up To Cancer is a division of the Entertainment Industry Foundation, a 501(c)(3) charitable organization.



POR LOS TUYOS. POR TODOS. POR TI.

¿HAS CONSIDERADO LAS Opciones DE ENSAYOS CLÍNICOS?

UNIDOS CONTRA EL CÁNCER

STAND UP TO CANCER

Knowledge is power.

Understanding what cancer clinical trial options are available to you and your loved ones can make all the difference.

CEDRIC THE ENTERTAINER
Stand Up To Cancer Ambassador

UNIDOS CONTRA EL CÁNCER

STAND UP TO CANCER



THANK YOU



**Take control
and get
screened
for colon cancer**

- If you're 45 or older get screened for colon cancer now.
- This disease can be very treatable when caught early.
- It doesn't matter if you're a man or a woman or if you have no symptoms.
- Even if you have no family history of colon cancer, you must get screened.

Visit StandUpToCancer.org/ColonCancer to learn about screening options that may be right for you.

SUZC ambassador Jamie Foxx. Photo By G L Askew II

 **EXACT SCIENCES**