

About CISCRP

Founded in 2003, The Center for Information and Study on Clinical Research Participation (CISCRP) is a national **non-profit** organization founded for the purpose of educating the public, patients, the media, and policy makers in order to promote greater understanding and awareness of the clinical research process. CISCRP is not involved in recruiting patients for clinical trials, nor is it involved in conducting clinical trials. Our staff and board of advisors consist of individuals with highly diverse backgrounds, including government, clinical research, healthcare, and advocacy communities. CISCRP is funded by generous donations from a wide variety of sources, including individuals, research institutions, corporations and foundations.

Partner Sites

CISCRP: www.ciscrp.org

CTSI at UCSF: www.ctsi.ucsf.edu

Palo Alto Medical Foundation: www.pamf.org

Stanford Cancer Institute: www.cancer.stanford.edu

Stanford University: www.stanford.edu



AWAREforAll

San Francisco, CA

Saturday, November 5, 2011

10:00 AM — 3:00 PM

**The Center
1800 Market Street**

Sponsored by:



CTSI
at UCSF

In partnership with:



**The Center for
Information & Study
on Clinical Research
Participation**



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CISCRP's Mission

Educate, inform and empower patients, the public, medical and research professionals, the media and policymakers about clinical research participation and what it means to be an active participant in the process

Promote greater awareness and understanding of clinical research participation and the role that it plays in public health

Facilitate more effective collaboration among all members of the clinical research enterprise

Provide resources for the research community to better understand the study volunteer



A few of CISCRP's Key Initiatives

Broad National Awareness and Education

- Developing, producing and distributing public service announcements for television, radio and print media
- Serving as an expert resource and liaison with other groups involved in national outreach initiatives for clinical trials

Patient Education and Outreach

- Conducting grassroots education and outreach through community partnerships with local research sites, health professionals and patient advocacy groups
- Developing and maintaining a search engine for clinical trial information – www.SearchClinicalTrials.org

Professional Education and Outreach

- Establishing and coordinating a speakers bureau to educate medical school students and health professionals about the clinical research process and participation
- Developing and publishing scholarly articles in peer-review medical journals

Education and Information-Sharing with the Media and Policymakers

- Providing information resources and contacts (e.g., volunteers and research professionals) for interviews and story backgrounds
- Hosting information-sharing forums among various stakeholder groups
- Presenting facts and information at policy-oriented conferences and symposia



AWARE for ALL: Clinical Research Education Days are CISCRP's primary educational vehicle for building public awareness of the clinical research enterprise. Held in major cities across the country with support from renowned medical centers and disease advocacy groups, prominent local leaders, and respected physicians and researchers, these one-day programs are the culmination of a 3- to 6-month education and outreach process that is changing public perceptions of clinical research. With the goal of creating broad national awareness of clinical research, each AWARE event provides free educational workshops and health screenings, an exhibit area for organizational partners, and breakout sessions that examine the state of clinical research and what is happening now.

Since its inception, **AWARE for All** has built an impressive track record of engagement in cities such as Baltimore, Boston, Dallas, Indianapolis, Philadelphia, Raleigh, Durham and Chapel Hill, N.C. In 2011, **AWARE for All** will be held in San Francisco, New York, and Chicago.

By participating as an AWARE partner, your organization will be seen as a leader in community health. Become one of the 30 to 50 community partners at the **AWARE for All** — San Francisco program. Please see the included letter for additional contact information.