

# Ask Me Campaign - Fact sheet

## Canadian Cancer Clinical Trials Network (3CTN)

3CTN is a not-for-profit, pan-Canadian initiative aimed at:

- Supporting and improving the efficient delivery of academic cancer clinical trials through funding, resources and advocacy to improve the clinical trial environment;
- Increasing patient access to cancer clinical trials.

One of 3CTN's main goals is increase patient recruitment to academically sponsored cancer clinical trials in 75 Network Centres. 3CTN has a number of ongoing initiatives to increase patient recruitment, one of which is the Ask Me Campaign.

## Ask Me Campaign

Through the use of buttons, posters and brochures, the 3CTN Ask Me Campaign aims to achieve the following objectives:

1. Increase public awareness of clinical trials in the cancer centres.
2. Get patients and staff talking about clinical trials.
  - Patients can consider clinical trials as a potential cancer treatment option.
3. Encourages patients to approach staff about clinical trials.
  - Assist with dispelling any misconceptions around cancer clinical trials;
  - Increase access to cancer clinical trial resources.

## I'm wearing the button. Now what?

Physicians, trial staff and/or other appropriate clinic personnel wearing the button can help patients enquiring about clinical trials in any of the following ways:

- Have a conversation with patients and their families about clinical trials;
- Hand the Resource Card out to patients and encourage them to visit the educational websites to learn more about clinical trials;
- Encourage patients to speak with a member of their healthcare team about clinical trials.

## Questions or comments? Want to participate?

Contact \_\_\_\_\_  
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