

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 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 _____

