



CLINICAL TRIALS
for Better Health

I'm In

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That's Why I'm In

Since the launch of the **I'm In** campaign in March, we've had the opportunity to engage with hundreds of individuals and organizations. The commitment to raise awareness about the importance of diversity in clinical trials is truly inspiring. Our **I'm In** team has heard stories of survival and determination from patients and physicians, as well as business and community leaders.

Because everyone has a unique reason for wanting to increase the involvement of diverse patient populations in clinical trials, we've asked some of our **I'm In** Champions to share their thoughts with us. Here's why they've joined us in saying "**I'm In**:"

"I'm In because the status quo is unacceptable."

~ John Lewis, Association of Clinical Research Organizations

"I'm In because we owe our deepest gratitude to those who give the gift of their participation in clinical research to advance medical treatments that benefit us all!"

~ Ellyn Getz, Center for Information & Study on Clinical Research Participation (CISCRP)

"I'm In because participation today means a cure for tomorrow."

~ Lisa Trevino, Doctors Hospital at Renaissance

"I'm In because it has helped me validate the need for clinical research to help improve medical treatments with our minority patients. Without question, the **I'm In** campaign is going to help educate over 60,000 patients, within our partner clinics, on the importance of clinical research, thus supporting our mission to bring studies to our communities."

~ Fabian Sandoval, Emerson Clinical Research Institute, LLC

"I'm In because Latinas are critically underrepresented in clinical trials and it is crucial to the vitality of our community that we do our part to participate and potentially save lives."

~ Amy Hinojosa, MANA: A National Latina Organization

"I'm In because I want to reduce cancer health disparities. With cancer, clinical trials can often be a viable treatment option. I work to increase minorities' and women's understanding and awareness of clinical trials, so that they can make the best treatment decisions for themselves and their families."

~ Lynne H. Nguyen, MD Anderson Cancer Center

"I'm In because clinical trials are a critical step in the process of finding new treatments for all women with ovarian cancer."

~ Laura Koontz, Ovarian Cancer National Alliance

"I'm In because increasing minority representation in clinical trials will help address health inequities. Altruism appears to be a strong motivating factor for clinical trial participation in the general population and even more so among African-Americans, Asian-Americans and Hispanics according to national public opinion polling commissioned by Research!America. We must determine the safety and efficacy of new therapies and treatments for all segments of the population in order to close gaps in patient care."

~ Suzanne Ffolkes, Research!America

Are you in? Join these and many other organizations in becoming a committed **I'm In** Champion by completing a Ways to Engage form. You can access the form on the website [here](#), or by emailing us at info@JoinImIn.org.

Coming This Fall: Clinical Trials Awareness Week

This Fall, the **I'm In** campaign will launch a nationwide Clinical Trials Awareness Week to elevate the conversation surrounding the importance of diversity in clinical trials. We look forward to sharing the schedule of activities and tools with you in our August newsletter.

I'm In Champions will be among the first to learn about Clinical Trials

Awareness Week. **I'm In** Champions are committed to spreading the word about the importance of diversity in clinical trials and the campaign through their various communication channels. If you'd like to join us, please contact us at info@JoinImIn.org for more information on how you can get involved.

July Activation Idea

The **I'm In** campaign has been represented across the nation, from Washington, DC and Miami, FL to San Francisco, CA and Houston, TX. If you have an upcoming event in which you'd like to promote **I'm In** with campaign materials or a campaign speaker, please let us know. Simply fill out and return to Ways to Engage form on the website [here](#), or by emailing us at info@JoinImIn.org.

I'm In News

June 12, 2014

Diabetes Researchers Say New CDC Data Does Not Show True Impact of Diabetes Among AANHPI

This Tuesday, the Centers for Disease Control and Prevention (CDC) released the 2014 National Diabetes Statistics Report (formerly referred to as the National Diabetes Fact Sheet), intended to provide up-to-date scientific data and statistics on diabetes and its burden in the United States. The data released from the CDC underscored the growing epidemic of diabetes in the U.S. and how this disproportionately affects non-White segments of the population.

Want more? Explore the **I'm In** [newsroom](#).

Are You In?

Become an **I'm In** champion today! Contact us at info@JoinImIn.org for more information on how you can get involved.

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