

**Proposed Solution** What is your proposed solution to addressing the barriers?

**Description** Loosing control of your life along with Cancer can really make our world turn around! And more doable options are needed. Clinical Trials are made with the consent of the people who voluntarily participate in them. With this conceptual framework, we carry out a multinational proposal named “**Interesting.. didn’t know that could be an option!**” Inclusion and Recruitment of patients with cancer to clinical trials along with their families and friends with community support as a team where the individual desire of aid for the scientific advance of the studies about the diagnosis, and treatment of cancer in the human being, prevails.

This project is a convincing invitation for people to know the scientific advances being developed at various research centers, where scientists from different parts of the world work and research to control cancer as a deadly disease; meanwhile, findings in their research, enable to minimize the high levels of risk to the patients that are willing to accept this invitation to participate in Clinical Trials.

The team creating this idea is composed of family members that are smart, sensitive, and caring individuals uniting forces to control and eliminate CANCER. We are very diverse, multilingual (English, Spanish, Italian, German and Portuguese) and multicultural individuals of various generations, professions that have lived in various parts of the world and understand social, economical, environmental and health issues to show how we ALL can be Heros!

**How will you do it?** Through several communicational stages, work of field, evaluation of the impact of the same ones and concludes with the inclusion and insertion of the population in the controlled clinical studies, obtaining the sustainability of the same one. This convincing invitation to participate in the induction and **awareness** to the people diagnosed or not, (made through events, whith theatrical performances, artistic and cultural activities) have as background issues related to cancer in its various typologies, as well as the diagnosis, treatment, cure and research, which ranks them as communication strategies. With these attractive and dynamic events presented in a positive manner but yet impacting, it is expected that the audience becomes more conscious through these theatrical performances and multidisciplinary resources that are offered about health issues to participate in clinical checkups along with family members and friends in the assistance of processes of primary healthcare and to learn that among all the treatment options, clinical trials could be a very doable and important option. The plan is designed in two phases:

### **1. Plan of raising awareness**

**A. Audience** (to mention some)

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| 1) Promoters of health services in general       | 2) Diverse population and cultures                             |
| 3) Active patients, networks and advocacy groups | 4) Family members  |
| 5) Medical team                                  | 6) Auxiliary resources including politicians and policy makers |

**B. Strategies** Design, creation and beginning of works of art about the cancer and its diagnosis, treatment, cure, prevention and investigation through: Theater short play, Plastic artist (craftsmen), Acoustic messages

### **2. Plan of dissemination of the communication strategy**

- *Creation* of theatrical performance/Script and art pieces. EDUCATION is power! Along with empathy.
- Direct contact with Directors, creators, plastic artists, dancers, theater actors, street actors, mime and others.
- Design and dissemination of the components of the communication strategies, including partnerships *addressing health disparities and offering tools and resources* including services provided by cancer centers, hospitals, universities, etc. In other words, community engagement where it will become a WIN WIN situation to all stakaholders that have a part of the solution for health and wellbeing.

**How does it work?** The project will be developed according to the design, creation and implementation of underway events, where cultural, artistic works and musicals performances will sensitize the community at large for the well being of the actual patient of today and of the future, based on the results of the past.

**What does it look like?** It's a innovative and exciting idea, integrating a holistic approach that combines the meaning of life through the arts, theatrical performances and art works where involved artists, dancers, actors of theatre and street mimes, stilt walkers and others combine the eduactional message about what cancer clinical trials are. It reflects with intensity the meaning of living experiences and participation, without ignoring the evidence of prevention in health conditions, to increase the opportunity to get the diagnosis and receive the treatment.

**How will you implement it?** Our primary focus is to deliver this powerful and impacting message in 10 to 20 minutes. This message will be “short but powerful”. The main idea is to produce a presentation that will have very powerful images and language that will create the total awareness and impact needed to the intended population. The play will serve as a medium of information where the entire population can easily identify with this deadly disease as well as learn about the severity of Cancer, and the different options available for treatment.

Since we will be dealing with a very diverse group, specially the underserved, this message will be translated to the various ethnic groups and cultures. Our approach is simple: Cancer does not discriminate, it affects everyone in different ways; so will we bring this message of hope to everyone. At the end of the play observers will receive a free usable gift with a number to call for further information (this will depend on local partners). Also a booth will be available with information to those showing interest, willing to complete a survey or have questions.

**Where will you implement?** This beautiful theatrical performance will take place in open and close places; in private and public institutions. Parks and open spaces. Our vision is to go to churches, homeless shelters, Community Based Organizations, AA groups, community centers, public libraries, community events, sports clubs, cancer walks, running events, sport events, social gatherings and many other events that include public officials, funders, etc.

**Who will be involved (stakeholders)?** The right team will be: We, the people! You, the funders! And the experts in the arena (patients, family members, researchers, insurance companies, policy makers, cancer centers, And all those who will participate in the performances and those participating in the operational, logistic and managerial aspects. All the ones involved will have a vision and commitment to our goal. Our intent is to create solid partnerships key members such as cancer centers, pharma companies, religious groups AA groups, Community centers, Social services agencies, Adult schools, homeless shelters, public libraries, community events, sports clubs as some of the examples.

**How much will it cost to create the solution (an estimation)?** We need to work on the creation of theatrical work/script, presentations of theatrical work, transportation, costumes, actors and scenarios, multidisciplinary attention to stakeholders, exhibitions of crafts. Positive exhibitions about “**Interesting.. didn’t know that could be an option!**” design, creation and editing of impacting songs, completion of positive communication messages, leaflets of events, stationery design, production, final art, and other cost. Around \$30,000 to 50,000.

**How much will it cost to implement the solution (an estimation)?** Aside from the design, there will be cost for production, operation, marketing, etc. The intention is to globalize it, once proven. In comparison of cost versus return on investment, the rewards will outweigh the expenses. The range to produce the events could be from \$1K to \$any K, depending on how big we want to go. The idea is to produce it first in a small scale and once finalized and proven right, we will mass produce it.

**How many people will be impacted?** Medical advances should be available to ALL and we all should also contribute to it! At least 10% of people who GOT the message. But we believe it will be much more!

**How long will it take to create the proposed solution?** The length of time to produce the solution is dependent upon which course the implementation plan will take. We could do one performance at one place or many performances at the same time and/or at different places and the appropriate follow up services to document enrolment. We would like to implement a train the trainer and take this around the world. If funding is available we will try and document best practices on this approach. We highly encourage the “in person version” first and if needed, enhance it later with many other software and outreach programs to enrol people in a trial.

**Why will it work? Why is it viable?** Because it is a life-changing solution to persistent problems in enrolling patients to clinical trials. It is viable because it is real and more personal .... And in order to double current accruals, ..”The word of mouth approach”, followed by many other current efforts informing patients about where are specific trials going on, how to enrol, etc. . Who does not want to live longer and better? If not for themselves; patients usually want it for their family. It works because it is a possible acquisition of wills, of persons with or without diagnosis. It is viable for its integrative holistic that gives it importance and significance in search of the sensitivity on the purpose intended. Besides, people of all ages and cultures enjoy these types of events.

To be able to recruit, you need to create awareness first! We recognize the project has strengths and that creating access to care currently is not 100 % viable, and that is a job of many other stakeholders, but we are certain we can be part of the solution by showing what science has been able to achieve so far, to not only duplicate the current percentage of people enrolling in trials, but to keep them in the process and hopefully much sooner than later, it will find better ways to control cancer for the benefit of ALL.