



raise Is The Cure®
Giving Hope. Providing Help.
A Breast Health Initiative

COMPLIMENTARY ISSUE

Breast Cancer Awareness Publication
from Praise Is The Cure®

MISCONCEPTIONS *vs.* TRUTHS

ABOUT CLINICAL TRIALS

Learn why
Clinical Trials
can help
improve
cancer
treatments
for you and
future
generations



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SPECIAL MESSAGE FROM
PRAISE IS THE CURE® CO-FOUNDERS

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MISCONCEPTIONS vs. TRUTHS

ABOUT CLINICAL TRIALS



A MESSAGE FROM OUR CO-FOUNDERS



**Praise Is The Cure® Co-Founders (l-r)
Kerri Conner Matchett,
10 Year, Two-time Survivor and
Anita T. Conner, 20 Year Survivor**

Whether you are a breast cancer patient, survivor, caregiver, family member or friend, we *know* the journey you are on. I am Anita T. Conner and 20 years ago I was diagnosed with an advanced stage of breast cancer. My prognosis was not good and my treatment plan was radical, aggressive and involved my participation in a clinical trial. 10 years ago, my daughter Kerri Conner Matchett was diagnosed with an advanced and aggressive stage of breast cancer. After being cancer free for 9 years the cancer came back at a more advanced and aggressive stage than the first time.

We believe that because of the divine intervention of God, His grace, His mercy and my participation in a clinical trial we are still alive to share our story and be advocates for breast health.

Breast cancer does not discriminate; the rich, the poor and every ethnic group, breast cancer affects all of us. However, despite all of the advances that have been made in breast cancer research and treatments, Black women are still dying at higher rates than any other ethnic group. If we have any hope in eliminating this disparity for ourselves and our future generations we must participate in the research (clinical trials) so that doctors will know what treatments work best for us.

In this complimentary issue, we answer some of your basic questions about clinical trials. Whether you are healthy or a current patient, you may be a good candidate for a clinical trial that will help prevent, diagnose or find a cure for breast cancer. Help us in this fight. Help us save lives. Together, we can win the war against breast cancer because **THIS MUST STOP.**

Anita

Kerri

Co-Founders of Praise Is The Cure, Inc.



FACT:

Black women die from breast cancer at greater rates than any other ethnic group. This Must Stop!

MOVEMENT:

THIS
MUST
STOP

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Praise Is The Cure® is a 501(c)(3) nonprofit affiliate of Anita T. Conner & Associates, P.C. Our mission is to eliminate breast cancer disparities among Black women by providing breast health education, access to screening and treatment and other support services to patients, survivors and their families.



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Why Should I Care about Clinical Trials?

Did you know studies show that black women die from breast cancer at higher rates than any other ethnic group?

Although the mortality rates have declined in some ethnic groups, the overall cancer mortality rate among Black women has continued to grow. In fact, the gap in breast cancer mortality rates between Black women and White women continues to increase. Some of the reasons include: lack of health insurance, diagnosis at more advanced stage of disease, access to screening and early detection services, and unequal access to high-quality treatments.

Of most concern, treatments developed by breast cancer researchers that would specifically address Black women are limited because the current research, also known as clinical trials, is based on characteristics of other ethnic groups, particularly white women and men.

You should care because when Black women are included in the development of more effective treatments, we increase our chances of lowering mortality rates and even finding a cure for breast cancer

What is a clinical trial?

Clinical trials are research studies where people, just like you, volunteer to test new treatments that may be used to prevent, diagnose or treat serious diseases like breast cancer. Clinical trials show what medicines and treatment plans work and which do not, when treating diseases.

Why is there a lack of participation in clinical trials?

Black women are significantly underrepresented in clinical trials. Lack of trust in the medical and research community, past history of unethical research particularly on the black community, information about ongoing trials, and opportunity to join because of limited access to health care are a few reasons black women do not participate in clinical trials.

Why is it important to participate in a clinical trial?

Cancer in black women may affect them differently from other ethnic groups. Without representation from Black women in clinical trials, researchers will not know if there are specific methods or treatments that work best for them based on their lifestyle, ethnicity and genetic makeup.

Participating in a clinical trial could provide the opportunity to experience cutting-edge medical treatments and improvement of cancer treatments for future generations.

Sources: Assessing the Racial and Ethnic Disparities in Breast Cancer Mortality in the United States, [Int J Environ Res Public Health](#), 2017 May; American Cancer Society, Fox Chase Cancer Center Ambassador Training Manual



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MISCONCEPTIONS **vs. TRUTHS** **ABOUT CLINICAL TRIALS**

MISCONCEPTION: Clinical trials are only for breast cancer patients with no other options.

TRUTH: Clinical trials are for breast cancer patients as well as individuals who have no health issues. Trials are looking for solutions in three primary areas: prevention, diagnosis and treatment. Healthy volunteers are needed for studies that focus on ways to prevent cancer, screening to detect cancer as early as possible, and diagnosis to better identify cancer.

MISCONCEPTION: Clinical trials are painful and unsafe. They will treat me like a guinea pig.

TRUTH: Everyone participating in a cancer clinical trial will receive appropriate treatment, either the new treatment or the current standard of care for cancer patients. No one is left without some form of treatment. Before anyone can participate in a clinical trial, researchers must provide information on every aspect of the study such as its purpose, expectations for participants and researchers, time commitment, and cost, if any. Also, participants may leave the study at any time and for any reason. All participants must sign a written statement giving consent to participate in the study.

MISCONCEPTION:
Participating in clinical trials will cost me a lot of money.

TRUTH: Some clinical trials offer volunteers a small stipend to participate in the study. In other research studies, participants are expected to use their health insurance to cover costs. Candidates for clinical trials are strongly encouraged to determine their estimated costs prior to agreeing to participate in a study.

For information on how to get involved with clinical trials,
please visit: BreastCancerTrials.org.

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