

N2 Tools to Support Your Recruitment Activities

N2 has created a number of resources to assist members with their clinical trial recruitment and public/patient awareness campaigns. This guide was developed by the N2 Clinical Trials Education and Awareness Committee. It bundles all of the resources together with practical tips and examples on how to use them at your site or research institution. For additional guidance from the CTEA Committee or feedback please contact the Chair via N2.

IT STARTS WITH ME TOOLKIT

The It Starts With Me Toolkit was developed by N2 in partnership with patients to help potential participants, families, caregivers, and the general public understand the basics about clinical trials and clinical research. Some materials are publicly available, and others require a terms of use agreement, and can be co-branded with your logo. Most are available in both English and French. The full complement is ideal for creating your public education exhibit or table along with your site/institution materials.



WEBSITE

itstartswithme.ca – URL can be included within all of your recruitment materials as a tool for potential participants. Also great for any public awareness campaigns within your institution or patient focused materials (e.g., newsletters, websites, info sheets).



PAMPHLET

Highlights the website, **provides points to consider around participation and encourages potential participants to have a conversation** with their healthcare providers about clinical trials and research.



POSTCARD

Highlights the website and **encourages potential participants to have a conversation with their healthcare providers** about clinical trials and research.



VIDEO

The video found on the **homepage of the It Starts With Me website** is available as a file for N2 members. Can be played on your digital screens or embedded within your website. Ideal for playing on a loop at exhibit booths or in waiting rooms. YouTube video also available [here](#).



SLIDE DECK

Slides describing clinical trials and why you may want to consider participating. Ideal for use when presenting to patient groups or the public. Can also be included as part of a larger presentation or workshop.

ASK ME CAMPAIGN TOOLKIT

This toolkit is aimed at raising clinical research awareness at your site, and in the general population. It incorporates promotion of resources like ItStartsWithMe.Ca/ CaCommenceAvecMoi. Ca and dovetails with Permission to Contact (PTC) initiatives. Adapted from the 3CTN Ask Me Campaign.



Roll Out Package to help to make the process as "turn-key" as possible



A wonderful first **step if your organization is new to patient engagement** or clinical trial awareness activities



Great conduit for Patient and Public Involvement

“ **Raising awareness** of clinical trials and clinical research in the community is so **important to advance medical care. The Ask Me campaign is a big step in the right direction** to help all healthcare teams speak to patients about their research participation options ”

- Amanda Hines

Canadian Cancer Clinical Trials Network

N2 has developed a diverse set of materials that can be used alone or with other recruitment or awareness initiatives developed by N2 or your local institution or site.

Recruitment Brochure



Designed for use during recruitment. May be included in mailouts or emails or displayed in clinic waiting rooms. More detail around what points to consider when making the decision to participate, what informed consent means and much more.

Permission to Contact



The aim of this tool is to enable interested health care organizations to easily institute the PTC mechanism and in so doing to enhance the ability of organizations to provide patients with the opportunity to learn about research study opportunities and to increase the overall research-readiness of the Canadian health care enterprise.

Research Participant Bill of Rights



Two different 1-page formats. Ideal for displaying in clinic rooms, research offices or including with recruitment materials.

HOW TO ACCESS N2 TOOLS

To access the tool kit log into N2 at n2canada.ca and click 'Access to N2 Materials' and login using your login information. If you are unable to login, please contact Shelley King at shelley.king@n2canada.ca.



TOOLS IN ACTION

Looking for ideas on ways to use the resources?

A photo library of the tools in action is available to N2 members only. Please log into the member box to access.

N2 TOOL AMBASSADORS

Are you interested in talking to someone about their experience using N2 tools? The N2 CTEA committee has regional ambassadors who are happy to talk with you about the implementation of N2 tools.

West

Alison Orth

Ontario

Sharon Finlay
Amanda Hines

Quebec

Catherine Vayssier

Maritimes

Lauren McLaughlin

