



## CHAPTER TIP SHEET

### Outreach Strategies for Distributing Information About



As part of the LFA's efforts to *Bring Down the Barriers* to discovering more effective and tolerable treatments for lupus, the LFA is working through its Center for Clinical Trials Education and Lupus Research Registry to distribute information about clinical research studies currently seeking patient volunteers.

Eli Lilly and Company, a biopharmaceutical company, began a research program testing the safety and effectiveness of the drug, LY2127399, through its phase III study called ILLUMINATE. Adults with moderate to severe general SLE may be eligible to participate in this clinical trial at one of the research sites in the United States. The study web site is [www.illuminatestudy.com](http://www.illuminatestudy.com).

Eli Lilly has generously provided a grant to the LFA to help distribute information about the ILLUMINATE program through its Chapter Network. Chapters are eligible to receive a grant for their work to distribute information about the ILLUMINATE program in their local areas.

Below are specific requirements and strategies in order to distribute information about Eli Lilly's ILLUMINATE program in your service areas. We suggest that you communicate with the local study site(s) and encourage their involvement with your Chapter. This way you can keep updated on the site's recruitment progress as well as develop a relationship with the clinical staff for further collaboration.

#### Outreach Strategies:

1. Send an email to your constituents about the ILLUMINATE program. Sample messaging can be found on [MyLFA](#) under the Education & Research Department. Make sure to click on "LFA's Center for Clinical Trials Education" and you will find the ILLUMINATE Program materials.
2. Include information about the ILLUMINATE program in your printed or online newsletter using sample messaging found on [MyLFA](#).
3. Add a link on your website's research page to LFA's [Spotlight](#) on the ILLUMINATE Program. The Spotlight is found on LFA's CTE website.
4. Provide all chapter support group leaders with printed ILLUMINATE study information (to be mailed to chapters in the coming weeks) to disseminate at meetings as well as the support group facilitator letter, found on [MyLFA](#), which outlines the purpose of outreach to support group members.
5. Distribute Eli Lilly's printed ILLUMINATE study information at educational events and other community events in your area.

You will be receiving printed study materials from Eli Lilly/Parexel in the coming weeks. Each month, until the study site(s) in your service area reach capacity enrollment, the Chapter will need to submit a report by clicking [here](#).

For assistance, contact Jayme Stroud at [Stroud@lupus.org](mailto:Stroud@lupus.org).