

DEVELOPING COMMUNICATION FOR INFORMED DECISION-MAKING



The issue:

A clinical trial, conducted during a public health emergency, needed to ensure individuals were able to make informed decisions about participation.

The reality:

- Eligible participants were not familiar with their rights / protections as part of a trial.
- Decision-making needed to be made independently, but culturally involved others.
- The intervention could be life saving in the midst of an emergency but was still experimental. There was distrust and high levels of concerns in the community.

The opportunity:

The study had a local co-sponsors and a large in country staff to support communication efforts.

The strategy:

Develop strong and respectful community partnerships and train all staff to facilitate independent decision making.

- **Built partnerships**

Developed and invested in partnerships at national and local levels with government, community & religious leaders. Created a participatory relationship to foster trust, gather important insights, and reach eligible individuals.

- **Trained staff** Ensured staff had communication skills and understanding to make potential participants feel comfortable asking questions and reinforce the voluntary nature of the trial.
- **Created materials** Designed plain language and culturally appropriate suite of materials to explain the trial and rights/protections as part of the trial. Take home materials were included to facilitate discussions with others involved in decision making. Was transparent about knowns and unknowns to support independent and informed decision-making.



The results:

25%

Exceeded enrollment target.

>175

Information sessions held that reached thousands of eligible individuals.

>300

Local staff trained in communication, developing national work force.

The strategy helped individuals make informed decisions about participation, built trust in the trial, and leveraged training to strengthen the workforce.