NYU Langone Health

Becoming a Clinical Research Champion:

How Can You Use Your Voice to Help Others Learn About Clinical Research?

NYU CTSI CLINICAL & TRANSLATIONAL SCIENCE INSTITUTE
NYU LANGONE HEALTH • NYC HEALTH+HOSPITALS • NEW YORK UNIVERSITY

A Clinical Research Champion is someone who helps people learn about clinical research and clinical trials. Champion share their own experiences, answer general questions, and help others find trustworthy information.

Their job is not to convince people to join a study. Instead, they help people understand their options so they can make the decision that is best for them.

Why Champions Matter

Many people learn about research from friends, family members, and trusted community leaders. Hearing directly from someone who has participated in research can make clinical trials feel more approachable, understandable, and trustworthy. Champion help bridge the gap between researchers and communities by sharing information in a relatable and authentic way.

What Champions Do

- ✓ Share their own experience participating in research
- ✓ Correct common misconceptions about clinical trials
- ✓ Connect people with research teams and resources
- ✓ Help others understand what clinical research is and why it matters

What Champions Do Not Do

- ✗ Give medical advice
- ✗ Interpret medical results
- ✗ Promise benefits or outcomes
- ✗ Pressure anyone to join a study

How Do I Talk to Friends and Family About Clinical Trials?

1. Start with your story

People often trust personal experiences more than facts alone.

2. Listen

Ask questions before sharing information.

- Have you ever heard of a clinical trial?
- What have you heard about research studies?
- Do you have any concerns or questions?

Listening helps you understand what information may be helpful.

3. Redirect

It's okay to say:
"I'm not sure, but I can help you find someone who knows."
"That's a great question for the research team."
You are not expected to be an expert.

Common Misconceptions

Myth: *"Clinical trials are only for people who are very sick."*

Fact: Many studies include healthy volunteers as well as people with different health conditions.

Myth: *"I'm going to be treated like a guinea pig."*

Fact: Clinical trials must follow strict safety and ethical rules. Participants are protected by researchers, ethics committees, and federal regulations.

Myth: *"Researchers can share my personal information."*

Fact: Researchers follow strict privacy rules to protect participants' personal information.

Myth: *"If I join a study, I can't leave."*

Fact: Participation is voluntary. You can leave a study at any time.

Where Can I Be A Champion?

You can share information about research in:

- Conversations with friends and family
- Community events
- Faith-based organizations
- Support groups
- Schools and universities
- Social media
- Patient advocacy groups

Every conversation helps increase awareness and understanding of clinical research.

Thank You for Being a Champion!

By sharing trusted information about clinical research, you help build awareness, trust, and opportunities for people to learn about research.

To learn more please scan the QR code: