

# NWU2014-06-04 Khan TopTam2

Media & Study Promotion Resources

## A. Social Media

### Facebook Templates

Even if not entered into template, all posts will include a link to: <https://www.nucancerprevention.org/breast> (may also be posted as a shortened URL, such as <http://bit.ly/2MEx1SH>). Facebook posts are not restricted by a character count and may be any length.

- a) Were you recently diagnosed with ductal carcinoma in situ (DCIS) of the breast? Consider helping advance breast cancer prevention by participating in a clinical trial. <http://bit.ly/2MEx1SH>
- b) Many women hesitate to use tamoxifen pills because of their potentially bothersome side effects. NCI is testing the effect of a topical afimoxifene applied directly to the breast to learn if a gel can be just as effective, with less bothersome side effects. Women who have been diagnosed with ductal carcinoma in situ (DCIS) and have not yet had surgery could help women in the future, and may be reimbursed up to \$300 for their time, travel, and participation in the study. <http://bit.ly/2MEx1SH>
- c) If you have been diagnosed with ductal carcinoma in situ (DCIS) of the breast and have not yet had surgery, consider participating in a breast cancer prevention clinical trial. <http://bit.ly/2MEx1SH>
- d) A new study testing the effects of medicated afimoxifene as an alternative to the traditional tamoxifen pill is now enrolling women recently diagnosed with ductal carcinoma in situ (DCIS) of the breast. You may be reimbursed for your time, travel, and participation in the study. Learn more at the link below and contact our study team today!  
<http://bit.ly/2MEx1SH>
- e) Learn about breast cancer prevention clinical trials near you. <http://bit.ly/2MEx1SH>
- f) Breast Cancer Prevention Research is a partnership between researchers who design clinical trials, and the people at risk of developing breast cancer who are willing to participate in them. Learn more about breast cancer prevention trials near you. <http://bit.ly/2MEx1SH>
- g) You can help researchers find ways to prevent breast cancer. Consider a clinical trial and contribute to the medical advances of tomorrow! <http://bit.ly/2MEx1SH>
- h) Women who have been recently diagnosed with ductal carcinoma in situ (DCIS) of the breast may qualify for a breast cancer prevention study. Compensation may be provided for time, travel, and other costs related to the study. <http://bit.ly/2MEx1SH>
- i) Are you looking for a chance to help others who may get cancer in the future? An NCI study is currently looking for women recently diagnosed with ductal carcinoma in situ (DCIS) of the breast to participate in a breast cancer prevention study. Learn more about the details of the study here: <http://bit.ly/2MEx1SH>
- j) Discover breast cancer prevention clinical trials, get reimbursed for your time and travel  
<http://bit.ly/2MEx1SH>
- k) We are studying an alternative to traditional tamoxifen pills by testing whether a topical gel could be just as effective as the pills, with possibly less side effects. Contact the study team today to see if you may qualify to participate in this exciting new research! <http://bit.ly/2MEx1SH>
- l) Women recently diagnosed with ductal carcinoma in situ (DCIS) wanted for study of topical afimoxifene applied to the breast as an alternative to oral tamoxifen. <http://bit.ly/2MEx1SH>

## Twitter Templates

Please note that all Twitter posts have a limit of 280 characters. Some hashtags may be removed if there is not enough space. Even if not stated, all posts will include a link to: <https://www.nucancerprevention.org/breast> (may also be posted as a shortened URL, such as <http://bit.ly/2MEx1SH>)

The Twitter handles of the study sites may also be inserted into posts:

- Northwestern - @NorthwesternMed (16 characters) and @LurieCancer (12 characters)
  - Cleveland Clinic - @ClevelandClinic (16 characters)
  - Duke – @DukeMedicine (13 characters)
  - Saint Elizabeth Healthcare – @StElizabethNKY (15 characters)
  - Memorial Sloan Kettering Cancer Center – @sloan\_kettering (16 characters)
- 
- a) Do you have #DCIS of the breast? See if you qualify to participate in a #clinicaltrial <http://bit.ly/2MEx1SH> #breastcancerprevention #BCSM
  - b) Women with #DCIS can contribute to the medical advances of tomorrow by participating in a #clinicaltrial today <http://bit.ly/2MEx1SH> #BCSM
  - c) Topical afimoxifene compared to tamoxifen pills, a #clinicaltrial for newly diagnosed DCIS. Join a #clinicaltrial today and help researchers learn more about this exciting new concept! #BCSM <http://bit.ly/2MEx1SH>
  - d) If you have #DCIS, you may be able to help advance prevention of #breastcancer by participating in a #clinicaltrial #BCSM <http://bit.ly/2MEx1SH>
  - e) Women with #DCIS of the breast are encouraged to participate in an NCI research study looking at #breastcancerprevention methods. Participants may be reimbursed up to \$300 #BCSM <http://bit.ly/2MEx1SH>
  - f) Learn more about opportunities to participate in #breastcancerprevention research #BCSM <http://bit.ly/2MEx1SH>
  - g) Clinical trial for women with #DCIS of the breast – participants may be reimbursed for their time and travel #BCSM <http://bit.ly/2MEx1SHv>
  - h) Talk to a study team member today about a new #breastcancerprevention clinical trial for women with #DCIS of the breast #BCSM
  - i) Women recently diagnosed with ductal carcinoma in situ (#DCIS) wanted for study of afimoxifene applied to the breast as a potential alternative to oral tamoxifen #BCSM <http://bit.ly/2MEx1SH>
  - j) Women recently diagnosed with ductal carcinoma in situ (#DCIS) wanted for study of afimoxifene applied to the breast vs oral tamoxifen #BCSM <http://bit.ly/2MEx1SH>
  - k) Help us learn more about medicated gels vs oral pills for #breastcancerprevention by joining a #clinicaltrial #BCSM <http://bit.ly/2MEx1SH>
  - l) Medicated gels could have fewer side effects than pills. If you have #DCIS you could help us learn more! #breastcancerprevention #clinicaltrials #BCSM <http://bit.ly/2MEx1SH>

## B. Featured Item in Newsletter

### Template A

Were you recently diagnosed with ductal carcinoma in situ (DCIS) of the breast? Click on the link below to learn about an opportunity to participate in a breast cancer prevention clinical trial. We are looking at whether an active form of tamoxifen will have the same effectiveness – with fewer side effects – as the traditional tamoxifen pill. Participants may be reimbursed up to \$300 for their time, travel, and other costs related to participation in the study.

<https://www.nucancerprevention.org/breast> (may also be posted as a shortened URL, such as <http://bit.ly/2MEx1SH>)

### Template B

Many women hesitate to take the breast cancer prevention medication tamoxifen for fear of side effects. We are studying whether a medicated gel used instead of a traditional pill can be as effective with possibly less side effects. This study is recruiting volunteers who are female with a recent diagnosis of ductal carcinoma in situ (DCIS). If successful, this new method of medication delivery may help more women accept effective treatment for their DCIS and for breast cancer prevention. Learn more about the study or contact a study team member in your area:

<https://www.nucancerprevention.org/breast> (may also be posted as a shortened URL, such as <http://bit.ly/2MEx1SH>)

### Template C

Were you or someone you know recently diagnosed with ductal carcinoma in situ (DCIS) of the breast? The purpose of this study is to compare the effects of tamoxifen pills to tamoxifen (4-OHT) gel on breast cells in women with DCIS. This study will investigate what effects each treatment has on the DCIS and what side effects each treatment may cause. The eventual goal is to provide women with DCIS with an alternative to oral tamoxifen.

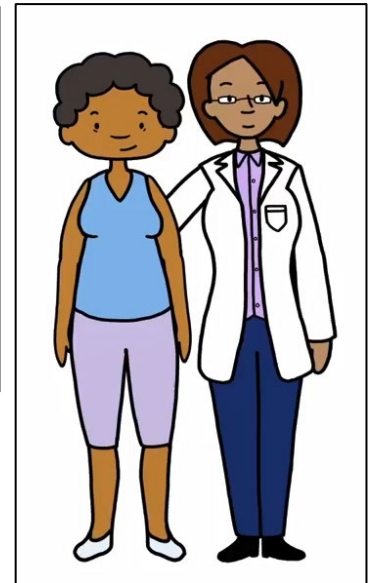
<https://www.nucancerprevention.org/breast> (may also be posted as a shortened URL, such as <http://bit.ly/2MEx1SH>)

## C. Images

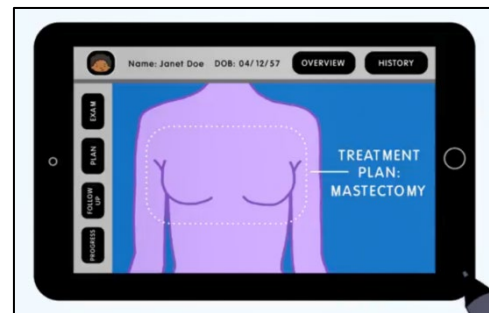

The following images may be paired with the posts listed above, as appropriate. All images will link to <https://www.nucancerprevention.org/breast> (may also be linked as a shortened URL, such as <http://bit.ly/2MEx1SH>)

**Finding Alternatives for DCIS Treatment:**

Tamoxifen taken by mouth versus a gel applied directly to the breast before surgery



**Finding Alternatives to DCIS Treatment:**  
Tamoxifen taken by mouth versus a gel applied directly to the breast before surgery

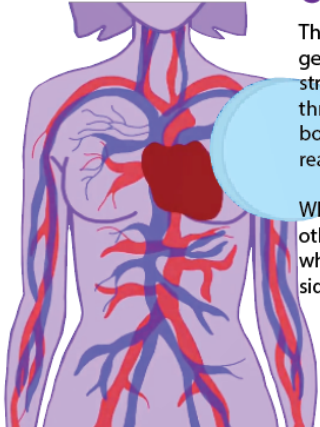


## Tamoxifen Study: pills vs gels

### Systemic

The pill medication gets into the blood stream, then travels through the entire body in order to reach the breast tissue.

When it reaches other organs, that is when it may cause side effects.




### Topical

Topical gel is only applied to the area of the body needing the medication.

Only a small amount may get into the blood stream.

This may reduce the side effects many women experience taking tamoxifen pills.



## D. Advertising Mockups

The following images are examples of what advertisements may look like. Advertisements may be electronic or print, and may vary in size, dimensions, and positioning of text/images. Site name may vary depending on accrual site and location. Color may also vary. Language will not be affected by these changes. All advertisements will link to <http://www.nucancerprevention.org/breast>

