Summary  
ECOG-ACRIN Cancer Research Group’s Marketing/Clinical Education and Awareness staff will use approved language/images to help increase awareness of EA3202 and support accrual efforts. The content below may be shared to the ECOG-ACRIN website, affiliated blogs, and social media channels. Links to these channels are included below. Staff at participating EA3202 sites may also use this content on their own institutions’ social media channels. This plan contains messaging tailored to patients and caregivers.

ECOG-ACRIN Website  
<https://www.ecog-acrin.org>

ECOG-ACRIN Blogs  
<https://blog-ecog-acrin.org>  
<https://advocacy-ecog-acrin.org>

Social Media Channels  
Twitter: <https://twitter.com/eaonc>  
Facebook: <https://www.facebook.com/eaonc/>   
LinkedIn: <https://www.linkedin.com/company/ecog-acrin-cancer-research-group/>  
Instagram: <https://www.instagram.com/ecog_acrin/>

Target Audience(s)  
The head and neck cancer community, including:

* Patients and survivors
* Caregivers
* Advocates
* Research, education, and advocacy organizations (e.g., Head and Neck Cancer Alliance, Support for People with Oral and Head and Neck Cancer)

Privacy/Confidentiality Considerations  
ECOG-ACRIN will make every possible effort to protect privacy and confidentiality by:

* Keeping social media post content general in nature and avoiding any specifics related to the trial or patients on the trial
* Refraining from direct engagement with individuals about their eligibility for trials
  + Instead, individuals will be directed to consult with their physician and/or the NCI’s Cancer Information Service
* Monitoring posts daily for inappropriate responses/interactions and flagging or removing as needed

General/Website Messaging

**EA3202 Study**

*Testing the Use of Investigational Drugs Atezolizumab and/or Bevacizumab with or without Standard Chemotherapy in the Second-Line Treatment of Advanced-Stage Head and Neck Cancers*

**Why consider participating in this study?**

* Research studies are an important way to test the effectiveness of new therapies and approaches for head and neck cancer.
* The usual treatment approach (the standard care most people get for recurrent or metastatic head and neck cancer) is treatment with surgery, radiation, or chemotherapy.
  + There are several chemotherapy drugs (i.e., docetaxel, cetuximab, cisplatin, and carboplatin) that are commonly used for head and neck cancer that are currently approved by the Food and Drug Administration (FDA). Sometimes, combinations of these treatments are used.
* EA3202 aims to determine which drug combination is most effective to use after initial treatment. Specifically, study doctors are trying to find out if the addition of bevacizumab to the usual chemotherapy, or bevacizumab plus atezolizumab, will lengthen a patient’s life.

**What does this study involve?**

* If you decide to take part in this study, you will be assigned by chance (randomized) to one of three groups:
* **Group 1:** You will get the standard chemotherapy used to treat this type of cancer (cisplatin or carboplatin, plus docetaxel) and cetuximab. You will get these drugs intravenously (through an IV). Cisplatin/carboplatin and docetaxel can be administered either every 21 days or as a split dose on days 1 and 8 of every 21-day cycle. Cetuximab is administered on days 1, 8, and 15 of every 21-day cycle. After 6 cycles with these drugs, you will get cetuximab alone either weekly or every 2 weeks for up to 2 years.
* **Group 2:** You will get the standard chemotherapy and bevacizumab (once every 3 weeks) for 6 cycles. Then, you will get bevacizumab alone every 3 weeks for up to 2 years. These drugs will be given by IV.
* **Group 3:** You will get atezolizumab and bevacizumab by IV every 3 weeks for up to 2 years.

A picture containing text, screenshot, font, number

Description automatically generated

* After you finish your treatment, your doctor will continue to follow your condition for 5 years. You will receive a phone call follow-up every 3 months for the first 2 years, then every 6 months during the 3rd, 4th, and 5th year post-study treatment.

**Who will take part in this study?**

* Approximately 430 people with squamous cell carcinoma of the head and neck will participate in EA3202. You must have received prior immune checkpoint inhibitor therapy.
* You can decide to stop taking part in the study at any time, even after you have enrolled.

**What are the costs of taking part in this study?**

* Just as you would if you were getting the usual care for your cancer, you and/or your insurance plan will need to pay for some or all the costs of medical care you get as part of EA3202. Check with your insurance company to find out what they will pay for.
* You/your insurance plan will not have to pay for the bevacizumab or atezolizumab while in this study. However, you will have to pay the cost of getting the bevacizumab and atezolizumab ready and giving it to you.

**If you would like to know more**

* About the EA3202 study, talk with your doctor, or:
  + Visit www.ecog-acrin.org and search EA3202, then select the link to the EA3202 Home Page.
    - If you are seeking information about the locations where the study is available, scroll down the page to Locations and Contacts and click the + sign.
  + Call the NCI Cancer Information Service at 1-800-4-CANCER (1-800-422-6237)
* About clinical trials:
  + General cancer information: visit the NCI website at www.cancer.gov
  + Insurance coverage: visit www.cancer.gov/clinicaltrials/learningabout/payingfor
* About ECOG-ACRIN:
  + Visit www.ecog-acrin.org
  + For a list of patient resources and links to patient advocacy groups, visit https://ecog-acrin.org/patients/resources

Social Media Messaging

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| --- | --- |
| **Facebook/LinkedIn** | **Twitter** |
| The EA3202 clinical study is comparing three possible treatment approaches for patients with advanced-stage head and neck cancer to see which one helps patients live the longest. Learn more: <https://bit.ly/ea3202-study> | The EA3202 clinical study is comparing three possible treatment approaches for patients with advanced-stage #HeadAndNeckCancer to see which one helps patients live the longest. Learn more: <https://bit.ly/ea3202-study> #HNCA #HNCASM |
| Do you have head and neck cancer that has come back or spread to other locations in your body? If so, you may be eligible to participate in the EA3202 clinical trial, testing a potential new treatment. Learn more: <https://bit.ly/ea3202-study> | Do you have #HeadAndNeckCancer (#HNCA) that has come back or spread to other locations in your body? If so, you may be eligible to participate in the EA3202 #ClinicalTrial, testing a potential new treatment. Learn more: <https://bit.ly/ea3202-study> #HNCA #HNCASM |
| Clinical trial EA3202, led by  Dr. Aarti Bhatia of @SmilowCancerHospital, aims to improve results for patients with advanced-stage head and neck cancer by comparing several treatment approaches. Learn more: <https://bit.ly/ea3202-study> | #ClinicalTrial EA3202, led by  @AartiBhatiaMD of @YaleCancer, aims to improve results for patients with advanced-stage #HeadAndNeckCancer by comparing several treatment approaches. Learn more: <https://bit.ly/ea3202-study> #HNCA #HNCASM |

**Hashtags:** #HeadAndNeckCancer#HNCA #HNCASM #HNSCC

Images



