Summary  
ECOG-ACRIN Cancer Research Group’s Marketing/Clinical Education and Awareness staff will use approved language/images to help increase awareness of EAQ221CD/CONCURxP 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 EAQ221CD/CONCURxP 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  
X/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 breast cancer community, including:

* Patients and survivors
* Caregivers
* Advocates
* Research, education, and advocacy organizations (e.g., Susan G. Komen, Living Beyond Breast Cancer, The Breast Cancer Research Foundation)

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

**EAQ221CD/CONCURxP***Mobile Health for Adherence in Breast Cancer Patients*

**Why consider participating in this study?**

* Research studies are an important way to test the effectiveness of new approaches for supporting patients being treated for breast cancer.
* The usual approach (the care most people get) to treat your type of breast cancer is to take oral targeted therapy pills. Patients usually manage taking this medication on their own without additional communication with their doctor between visits.
  + The oral targeted therapy for this study, also known as a CDK4/6 inhibitor, includes any of the following medications: Palbociclib (Ibrance), Ribociclib (Kisqali), Abemaciclib (Verzenio).
* The EAQ221CD/CONCURxP study will monitor medication use with text message reminders and alerts. The study aims to find out if these reminders and other tools can make it easier for patients to stick to the medication schedule that the doctor ordered.

**What does this study involve?**

* If you decide to take part in this study, you will get a special pouch, called the WiseBag™, to store your CDK4/6 inhibitor medication. The WiseBag keeps track of when you open it, so it knows exactly when you’ve taken your medication. This allows you to keep track of your doses in real time.
* You will be assigned by chance (randomized) to one of two groups. You will have an equal chance of being in Group 1 or Group 2.
  + **Group 1:** Every month, you will get text and email messages with helpful information about your medication. You will also be asked questions about any changes to your prescription.
  + **Group 2:** You will get text and email messages as you go along, in real time, if the WiseBag senses that you may have missed a dose or accidentally taken a double dose. If this happens frequently, your care team will be told so that they can help support you. You will also have access to a website where you can check details about your medication use.
    - With your permission, some details will be shared with community partners if you need financial or other support. For example, if it’s hard to afford your medication, you may be asked if you would like to connect with an organization that could help with costs.

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* Both groups of study participants will be asked to complete a survey about themselves, their health, their doctor, and other study-related items. You will be asked to fill out this survey four times: when you first join the study, and then at 3, 6, and 12 months after joining.
  + The total time you will be in the study is about 12 months.
  + Each survey will take about 30 minutes to complete. They can be completed online or on paper and you don’t have to answer any question that makes you feel uncomfortable.
  + You will receive a gift card after completing each survey.

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

* Approximately 390 people with metastatic breast cancer will take part in EAQ221CD/CONCURxP. In order to participate in the study, you must:
  + Be English or Spanish speaking
  + Have a mobile phone and agree to send/receive text messages
  + Have an email address
  + Start your CDK4/6 inhibitor within 30 days of joining EAQ221CD/CONCURxP
* You can decide to stop taking part in the study at any time, even after you have enrolled. Please note that the WiseBag will need to be returned within 30 days of when you complete or leave the study. You will be mailed a pre-paid package to be used to return your WiseBag.

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

* There is no medical care or testing being given as part of this study, and there are no expected costs to you for taking part in the study (including the WiseBag, which is provided free of charge). Taking part in EAQ221CD/CONCURxP should not require you to do anything differently than you would for your usual breast cancer treatment.
* Standard text messaging rates may apply based on your phone plan and carrier.
* Participants will receive a gift card valued at $10 at completion of the first survey, $20 for the second survey, $30 for the third survey, and $40 for the fourth survey.

**If you would like to know more**

* About the EAQ221CD/CONCURxP study, talk with your doctor, or:
  + Visit [www.ecog-acrin.org](http://www.ecog-acrin.org) and search EAQ221CD, then select the link to the EAQ221CD 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).
* General cancer information: visit the NCI website at [www.cancer.gov](http://www.cancer.gov)
* About ECOG-ACRIN:
  + Visit [www.ecog-acrin.org](http://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** | **X/Twitter** |
| Clinical trial EAQ221CD/CONCURxP monitors CDK4/6 inhibitor medication use with text message reminders and alerts for patients treated for breast cancer. For more information: https://bit.ly/EAQ221CD | #ClinicalTrial EAQ221CD/CONCURxP monitors CDK4/6 inhibitor medication use with text message reminders & alerts for patients treated for #BreastCancer. For more information: https://bit.ly/EAQ221CD #bcsm cc: @GelarehSadigh, @ilana\_graetz |
| Do you have metastatic breast cancer and  a new prescription for a CDK4/6 inhibitor? If so, you may be eligible to participate in clinical trial EAQ221CD/CONCURxP. Learn more here: https://bit.ly/EAQ221CD | Do you have #metastatic #BreastCancer and  a new prescription for a CDK4/6 inhibitor? If so, you may be eligible to participate in #ClinicalTrial EAQ221CD/CONCURxP. Learn more here: https://bit.ly/EAQ221CD #bcsm cc: @GelarehSadigh, @ilana\_graetz |
| Clinical trial EAQ221CD/CONCURxP, led by Gelareh Sadigh, MD of @UCIrvineHealth, aims to find out if mobile reminders can help breast cancer patients follow the medication schedule that their doctor ordered. https://bit.ly/EAQ221CD | #ClinicalTrial EAQ221CD/CONCURxP, led by @GelarehSadigh of @UCIrvineHealth, aims to find out if mobile reminders can help #BreastCancer patients follow the medication schedule that their doctor ordered. https://bit.ly/EAQ221CD |
| Clinical trial EAQ221CD/CONCURxP strives to improve medication adherence in metastatic breast cancer patients. If you have a new prescription for a CDK4/6 inhibitor you may be eligible. Learn more here: https://bit.ly/EAQ221CD | #ClinicalTrial EAQ221CD/CONCURxP strives to improve medication adherence in #metastatic #BreastCancer patients. If you have a new prescription for a CDK4/6 inhibitor you may be eligible. Learn more here: https://bit.ly/EAQ221CD |

**Hashtags:** #BreastCancer, #bcsm

Images

**A person looking at a cellphone

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