Summary
ECOG-ACRIN Cancer Research Group’s Marketing/Clinical Education and Awareness staff will use approved language/images to help increase awareness of EA4231 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 EA4231 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: <https://x.com/eaonc>
Bluesky: <https://bsky.app/profile/eaonc.bsky.social>
Facebook: <https://www.facebook.com/eaonc/>

Target Audience(s)
The lymphoma community, including:

* Patients and survivors
* Caregivers
* Advocates
* Research, education, and advocacy organizations (e.g, Leukemia & Lymphoma Society, Lymphoma Hub)

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

**EA4231***Testing the Effectiveness of a Combination Targeted Therapy (ViPOR) for Patients with Relapsed and/or Refractory Aggressive B-cell Lymphoma***Why consider participating in this study?**

* Research studies are an important way to test the effectiveness of new therapies and approaches to treating cancer.
* The usual approach (i.e., the standard treatment most patients receive) for aggressive B-cell lymphoma that has come back after initial treatment (relapsed) or is resistant to treatment (became refractory), is treatment (or a combination of treatments) using chemotherapy, radiation, and/or immunotherapy. This may include one or more of the targeted therapies being used in EA4231.
* There are different types of aggressive B-cell lymphoma, and this study is specifically for patients with **diffuse-large B-cell lymphoma (DLBCL) or high-grade B-cell lymphoma (HGBCL).** The purpose is to see if treatment with ViPOR (venetoclax, ibrutinib, prednisone, obinutuzumab, and Revlimid [also known as lenalidomide]) might lead to the disappearance of all cancer sites in these patients.
	+ Note that the ViPOR drugs are Food and Drug Administration (FDA)-approved for use in other B-cell lymphomas, but not for the treatment of DLBCL or HGBCL.

**What does this study involve?**

* If you are eligible for this study and choose to participate:
	+ You will be assigned to a group based on the type of aggressive B-cell lymphoma you have, but both groups will receive the same treatment, tests, and follow-up:
		- Approximately 80 participants with DLBCL will be assigned to Group 1
		- Approximately 40 participants with HGBCL will be assigned to Group 2
	+ You will receive up to 6 cycles of treatment with ViPOR (1 cycle = 21 days).
		- During each cycle:
			* Venetoclax will be taken by mouth (orally) once per day on days 2–14.
			* Ibrutinib and Revlimid will be taken orally once per day on days 1–14.
			* Prednisone will be taken orally once per day on days 1–7.
			* Obinutuzumab will be administered on days 1 and 2 of each cycle by vein (intravenously) in your arm.



* + After you finish your study treatment, your doctor/study team will watch you for any side effects from the treatment and for the return of your cancer. They will check you every 6 months for the first 2 years after treatment. After that, they will check you once a year for the third, fourth, and fifth year. This means that you will keep seeing your doctor for at least 5 years after treatment.

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

* Approximately 120 people diagnosed with DLBCL or HGBCL that has relapsed or become resistant to treatment will take part in EA4231.
	+ You must not have received certain prior chemotherapy or immunotherapy treatments, including previous treatment with more than one of the study drugs (not including prior prednisone or obinutuzumab).
* You can decide to stop taking part in EA4231 at any time, for any reason, even after you have enrolled.

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

* Just as if you were receiving the usual care for your cancer, you and/or your insurance plan will need to pay for some or all of the costs of medical care you will receive as part of this study. This includes the costs of:
	+ Tests, exams, procedures, and medications that you get during the study to monitor your safety, and prevent and treat side effects, if any.
	+ Preparing the study drugs (ViPOR) and giving them to you.
* You and/or your insurance plan will not have to pay for:
	+ Tests, exams, and procedures done for research purposes only or that are covered by the study. These include:
		- Biopsies
		- Blood draw(s) for research purposes
	+ The costs of the study drugs (venetoclax, ibrutinib, obinutuzumab, and Revlimid).
* Check with your insurance provider to find out what they will pay for.
* Taking part in EA4231 may mean that you need to make more visits to the clinic or hospital than if you were getting the usual approach to treat your cancer.
* You will not be paid for taking part in this study.

**If you would like to know more**

* About the EA4231 study, talk with your doctor, or:
	+ Visit [www.ecog-acrin.org](http://www.ecog-acrin.org) and search EA4231, then select the link to the EA4231 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](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

|  |  |
| --- | --- |
| **Facebook** | **X/Bluesky** |
| Clinical trial EA4231, led by Christopher Melani, MD of @NationalCancerInstitute, is testing the effectiveness of a combination targeted therapy for patients with aggressive B-cell #Lymphoma that has recurred or is resistant to treatment. For more information: <https://bit.ly/EA4231>  | #ClinicalTrial EA4231, led by @MelanicjMD of @theNCI, is testing the effectiveness of a combination #TargetedTherapy for patients with aggressive B-cell #Lymphoma that has recurred or is resistant to treatment. For more information: <https://bit.ly/EA4231> cc: @LLSusa, @lymphomahub |
| Do you have an aggressive B-celllymphoma that has either come backor persisted after initial therapy? If so, you may be eligible to participate in clinical trial EA4231. More info here: <https://bit.ly/EA4231>  | Do you have an aggressive B-cell#Lymphoma that has either come backor persisted after initial therapy? If so, you may be eligible to participate in #ClinicalTrial EA4231. More info here: <https://bit.ly/EA4231> #lymsm |
| Patients with aggressive B-cell lymphoma that has recurred or is resistant to treatment may be eligible to participate in clinical trial EA4231. Learn more here: <https://bit.ly/EA4231> | Patients with aggressive B-cell #Lymphoma that has recurred or is resistant to treatment may be eligible to participate in #ClinicalTrial EA4231. Learn more here: <https://bit.ly/EA4231> cc: @MelanicjMD, @theNCI, @UVACancerCenter |

 **Hashtags:** #Lymphoma, #lymsm, #TargetedTherapy

Images

****

****