

Cancer Clinical Trial Representation: Help Us Drive Change

Community Groups and Leaders

Despite ongoing progress, communities of color may remain significantly underrepresented in clinical trials. This gap can limit how well we understand the safety and effectiveness of treatments for the diverse populations affected by a disease.

Clinical trial representation is especially important for cancer research and treatment, where there remains an urgent need for tailored treatments and interventions. For example, although Black Americans bear a substantial cancer burden, they only represent about 5% to 7% of clinical trial participants.¹

Your voice can make a difference for your community, sharing tools that can help increase clinical trial representation in cancer research. As a community leader, you are a trusted source of information and can help create meaningful action.



Connect people with accurate information about how clinical trials work and why they matter, including encouraging them to check out reputable government and patient advocacy websites on clinical trials. Encourage people facing cancer to ask their healthcare team about potentially participating in a clinical trial.



Speak with local healthcare providers to identify how to best address barriers to clinical trial involvement and encourage them to refer appropriate patients to relevant studies.



Host conversations about clinical trials in your community spaces — this can include churches, barbershops, community centers, or wherever people already gather. Invite local healthcare providers, researchers, and people impacted by cancer to share their perspectives. You can also look for opportunities to include conversations around clinical trials in other planned events and community gatherings.



Share real stories and testimonials from community members participating in clinical trials on social media, through events, etc.



Advocate for systemic changes that remove barriers to trial participation like transportation subsidies, childcare options, language services, and flexible scheduling or paid leave. This can include working with local advocacy groups to address challenges or reaching out to your local government representatives.

For more information, visit

<https://www.astrazeneca-us.com/content/az-us/Building-Better-Representation-in-Cancer-Research.html>

1. American Cancer Society. Cancer Facts and Figures for African American/Black People 2022-2024. Accessed June 11, 2026.
<https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/cancer-facts-and-figures-for-african-americans/2022-2024-cff-aa.pdf>