

Clinical research concerns everyone: the ECRAN project increases knowledge and awareness on independent clinical research

WHO WE ARE

In 2012 the European Commission funded the ECRAN (European Communication on Research Awareness Needs) project, in order to improve the EU citizens' knowledge about medical research and to support their participation in independent and multinational clinical trials.

“Providing simple and independent information to citizens or patients about clinical trials is sometimes a difficult task. Although some information material already existed, an initiative that specifically develops different tools promoting independent information on clinical research was still missing, in particular at the European level. Through the ECRAN project a variety of material and tools have been developed, in order to attract more attention to this important issue”, affirms Paola Mosconi, coordinator of the project at IRCCS-Mario Negri Institute of Milan, Italy.

The ECRAN project aims to inform citizens and patients - but also healthcare professionals, researchers, and journalists - about the importance of public knowledge about clinical trials, the need for independent clinical trials driven by healthcare issues, the need for transparency, optimal use of data and, last but not least, the need for multinational cooperation taking advantage of Europe's population size and diversity. The multidisciplinary consortium of the ECRAN project includes methodologists directly involved in clinical trials, researchers engaged in partnership collaboration with citizens and patients, representatives of citizens and patients, and experts of science communication.

FREE, EASY-TO-UNDERSTAND FILM ON CLINICAL TRIALS IN 23 LANGUAGES

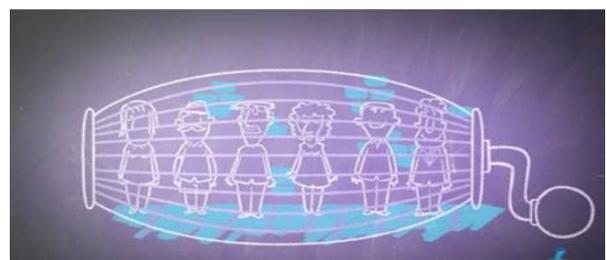
One of the valuable ECRAN tools is characterized by an 5-minute [animated film on clinical trials](#), dubbed in all 23 official European languages

<http://www.ecranproject.eu/en/content/sail-along-james-lind>



It has been developed thanks to the collaboration among the ECRAN partners, the RAI-SuperQuark and the Studio Bozzetto &Co. Sailing along with Scottish naval surgeon James Lind in 1747. The animation film explains how his determined effort to treat scurvy finally turned out to be one of the earliest clinical trials in history and helped to lay the foundation for modern clinical experiments. The modular structure of this animation allows for display in full length or can be split into the following eight sections:

- A clinical trial
- Ethics committees
- Randomization
- Double blinding
- Analyzing the data
- One trial is not enough
- Outcomes important to patients
- Some pitfalls of trials



SEARCHABLE ONLINE MATERIALS

Further easy communication material and tools developed by the ECRAN project are:

- A **website** (<http://www.ecranproject.eu>) in six languages with an inventory of resources available in 23 languages, searchable for example, by topic, author or media type.



- A **Serious game** section containing two educational games for tablet users developed in six languages to capture the interest of European citizens and students.
- A **Media center** for journalists to disseminate the contents of the ECRAN project uniformly across countries.
- An interactive sibling web page in many languages under the title **Testing Treatments**.



<http://www.testingtreatments.org/> is intended to

- learn more about why it is important to test treatments carefully
- recognise reliable research
- understand what you can do to help make sure that research is more likely to be relevant to you and others.

All material and tools are produced under creative common license and can be freely accessed at the website of the project.

EDUCATIONAL GAMES LAB & MAZE

In our next newsletter we will report in more detail about the two optimized educational games “ECRAN Lab” and “ECRAN Maze”, a challenging way designed for tablet users to make clinical trials even more comprehensible and ... entertaining!



Verwenden Sie den QR-Code, um das Spiel auf Ihr Gerät herunterzuladen!



INTERNATIONAL CLINICAL TRIALS DAY AND ECRAN COMMUNICATION EVENT

In May 2014 in Luxembourg, two important events to promote independent clinical research will take place:

- International Clinical Trials' Day on 20 May and
- ECRAN Meeting on 21 May 2014.

This is a joint initiative – ECRIN, ECRAN, ICTD and CRP – to promote a transnational communication event on multinational clinical trials with the objective of facilitating better clinical research relevant to the needs of patients and highlight the important role of patients in clinical research.

- [Programme](#)

The ECRAN project provides 50 bursaries (€ 650 each) to cover travel and accommodation expenses for representatives of European patient organizations. Please see details in the [registration form](#).