



## ECRAN Project

# European Communication on Research Awareness Needs

- The **ECRAN** (European Communication Research Awareness Needs) project has been funded by the European Community in order to improve the **EU Citizens' knowledge about independent medical research and promote their participation to independent and multinational clinical trials**, by means of communication materials.

# ECRAN project

- **ECRAN** is coordinated by the Istituto Mario Negri di Milano in cooperation with several European partners, including patient and consumer associations (Institute National de la Santé et de la Recherche Médicale INSERM, France; University Medical Center Freiburg Universitätsklinikum, UKL-FR, Germany; Rigshospitalet, Copenhagen University Hospital Copenhagen Trial Unit, RegH, Denmark; KKS-Network (Network of the Coordinating Centres for Clinical Trials), University Hospital of Cologne, Germany; Cochrane Consumer Network, CCNET, UK; Oxford University Hospitals, OxUnivHosp, UK; European AIDS Treatment Group, EATG, Belgium).



# Why clinical trials are relevant

- Multinational, independent **clinical trials** provide valuable contributions for improving medical care in Europe by answering urgent questions about best therapies, diagnoses and prognoses.
- **ECRAN** project aims at informing citizens, patients, healthcare professionals, researchers, policymakers and society about:
  - the importance of public knowledge on clinical trials;
  - the need for independent clinical trials driven by healthcare issues, in order to optimise treatment strategies by comparing benefits and harms of multiple therapeutic options, supporting evidence-based clinical practice and reducing healthcare inequalities;
  - the need for transparency and optimal use of data, in order to promote treatment cost-effectiveness and reduce the economic burden of diseases;
  - the need for multinational cooperation, taking advantage of Europe population size and diversity, and of its medical expertise.

Over a 2-year activity period, **ECRAN** project is developing communication materials for guaranteeing European citizens free access to general and comprehensible information about clinical trials. In order to achieve this goal, the complete website contents are available in English, French, German, Spain, Italian and Polish, whilst basic information are provided in the 23 European languages:

- **an animation film** in the 23 European languages,
- 2 serious games (**ECRAN Lab** ed **ECRAN Maze**) in 6 languages (English, French, German, Spain, Italian and Polish),
- a **website** ([www.ecranproject.eu](http://www.ecranproject.eu)) in 23 languages,
- **information and educational** materials in 6 languages,
- a **network of European journalists** committed to **ECRAN** project and its messages.

# ECRAN animation film

## Clinical research concerns you, just know more

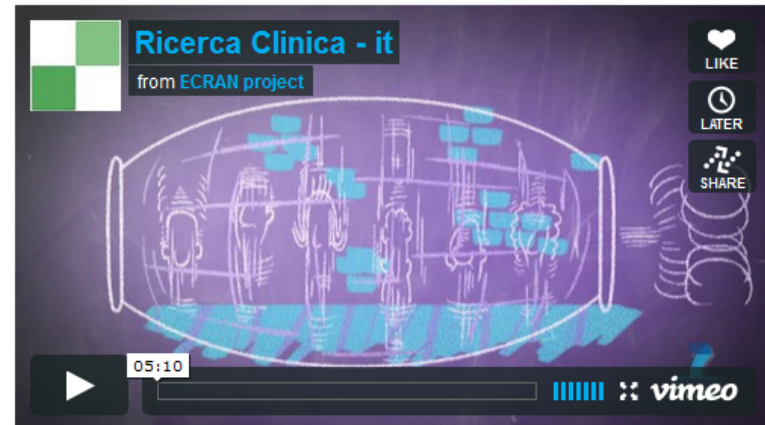
“Back in 1747, James Lind had never heard about clinical trials!

Lind was a Scottish naval surgeon, and he found himself on a Royal Navy ship full of sailors sick with scurvy.

His ideas revolutionised our understanding of how to test which treatment might work best. His work not only saved lives on his ship, but laid the foundation for modern clinical trials (randomised controlled trials) as we know them today.

Every year since 2005, The European Clinical Research Infrastructures Network (ECRIN) has celebrated The International Clinical Trials' Day (ICTD) at or around the 20th of May ([www.ecriin.org](http://www.ecriin.org)) in order to commemorate the day James Lind started his famous trial ([www.jameslindlibrary.org](http://www.jameslindlibrary.org)). ECRAN and ECRIN urge other to take up the habit of celebrating the ICTD.”

**ECRAN** animation film – a **studio Bozzetto** and **RAI- SuperQuark** production – is available online at <http://www.ecranproject.eu/node/4>



# ECRAN serious games

**ECRAN serious games** have been developed to be played on a tablet by young, but not exclusively, European citizens.

- **ECRAN Lab.** the player will face the 4 phases of a clinical trial and the wise professor (see figure below) will tutor the player explaining the rules of the games, communicating information about clinical trials at the same time.
- **ECRAN Maze** takes advantage of the tablet accelerometer, since the movement of the tables drives the way in the labyrinth. The player may win thanks to his/her ability in moving the tablet or his knowledge about clinical trials. the game is organized in 12 levels, each corresponding to a question (single choice answers among 2-4 possible answers of increasing difficulty) about ECRAN topics/key messages on clinical trials.

