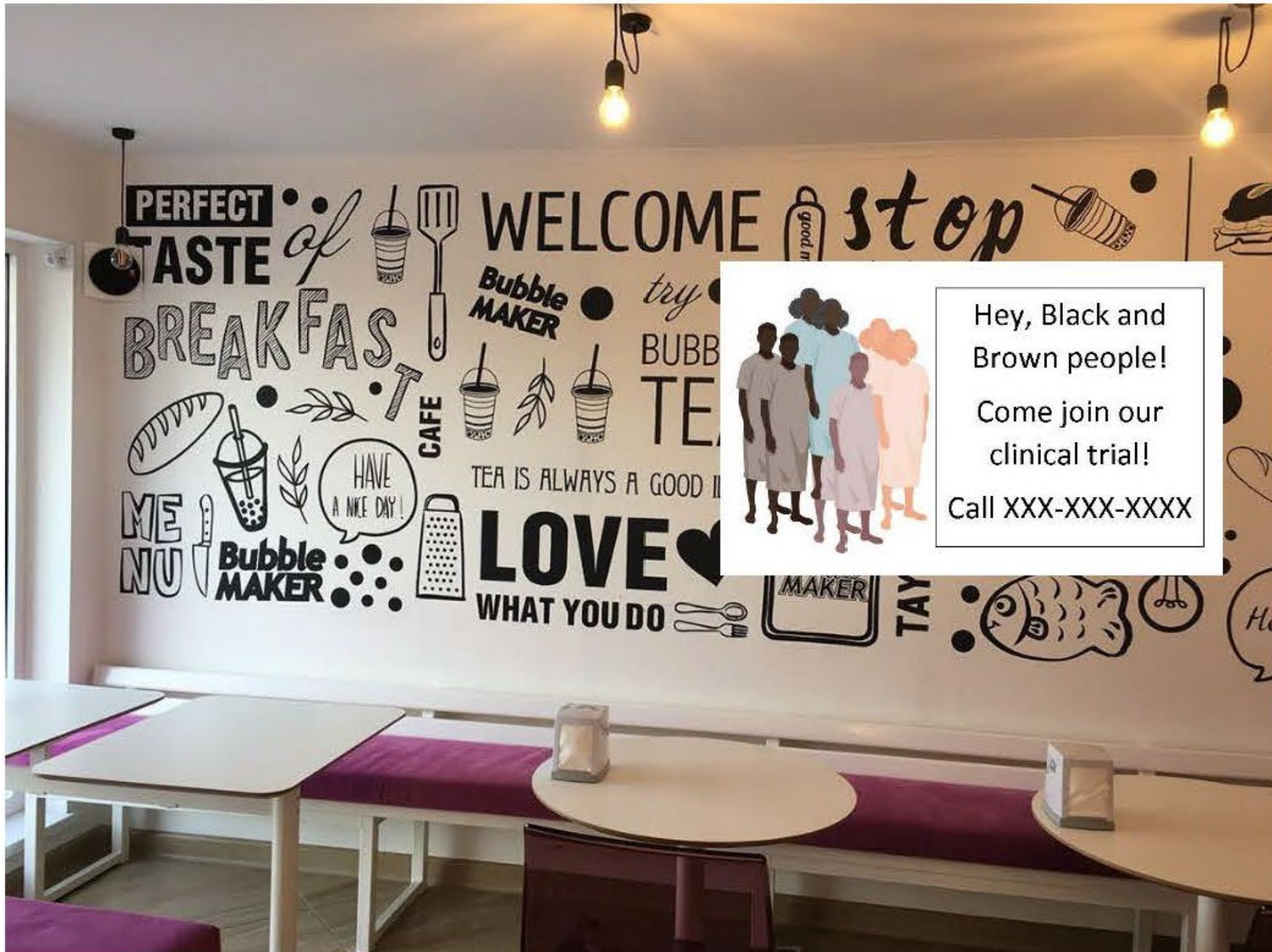




Five Simple Steps

The D.R.I.V.E Initiative
February 23, 2024
Indianapolis, IN

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Communication, Recruitment, and Outreach Manager
Biospecimen Collection and Banking Core
IU Simon Comprehensive Cancer Center*



Hey, Black and Brown people!
Come join our clinical trial!
Call XXX-XXX-XXXX

Kathi's

**Five Steps to the
Possibly Successful
Recruitment of
Populations
Underrepresented in
Medicine**



Step 1

Educate Us



- **Inform us-- over food and often**
- **Why should we care?**

Step 2

Q & A

- **Listen to our questions**
- **Help us understand**



Step 3

Processing Time

- Give us time
- Approach early



Step 4

Processing Time

- **Leave contact information**



It's time for a story . . .

Step 5



ASK US!!!

Thank you!



INDIANA UNIVERSITY

**MELVIN AND BREN SIMON
COMPREHENSIVE CANCER CENTER**

Dr. Kathi Ridley-Merriweather

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