



LET'S TAKE CHARGE!

Help make lupus research
more diverse

DIGITAL PARTNER TOOLKIT

About the “Let’s Take Charge!” Campaign

The U.S. Department of Health and Human Services’ Office of Minority Health and the U.S. Food and Drug Administration’s Office of Minority Health and Health Equity have joined forces to increase awareness on the need for diversity in lupus clinical trials. Racial and ethnic minority and other diverse populations are underrepresented in clinical trials. Treatment options for lupus, a chronic autoimmune disease, are currently limited. By providing educational tools and resources for patients for living with lupus and their caregivers, we hope to increase minority participation in lupus clinical trials to improve our understanding of the disease and develop better treatments that work for everyone.

We’ve compiled a list of customizable social media messages to share with your social media audiences. You’ll also find digital resources in the form of campaign public service announcements, graphics, and videos. We thank you for your help sharing our content for the [Let’s Take Charge!](#) campaign. Together, we can positively impact the futures of those living with lupus.

How To Use This Toolkit

1 **Share our messages and digital resources on social media.**

Copy and paste our tailored Twitter and Facebook messages into your social media posts or adapt the messages for your particular audience. You can mix and match our campaign messages with our downloadable digital resources based on your preferences.

2 **Use the hashtag [#LetsTakeCharge](#) to help promote our campaign.**

Also consider using the secondary hashtag [#lupus](#) to connect with the lupus community.

3 **Tag [@MinorityHealth](#) and [@FDAHealthEquity](#) on Twitter to increase the reach of the campaign.**

4 **Follow us on social media!**

Department of Health and Human Services, Office of Minority Health (OMH)

- [Facebook](#)
- [Twitter: @MinorityHealth](#)
- [Instagram](#)

Food and Drug Administration, Office of Minority Health and Health Equity (OMHHE)

- [Facebook](#)
- [Twitter: @FDAHealthEquity](#)

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Facebook Messages

- #DYK African Americans are disproportionately affected by #lupus AND are at increased risk of severe symptoms? We need more diverse participation in lupus clinical trials to address these differences. Learn more: www.minorityhealth.hhs.gov/letstakecharge #LetsTakeCharge
- Women of color are 2-3x more likely to be living with #lupus than white women, yet racial/ethnic minority populations are underrepresented in lupus clinical trials. #LetsTakeCharge to change that! Learn more: www.minorityhealth.hhs.gov/letstakecharge
- The participants in clinical trials for new #lupus treatments should represent the patients that will use them. #LetsTakeCharge and help make lupus research more diverse! Learn more: www.minorityhealth.hhs.gov/letstakecharge
- To get data on the safety, effectiveness, and side effects of lupus treatments within the populations most affected, we need diverse clinical trial participants. Learn how you can join a clinical trial here: www.minorityhealth.hhs.gov/letstakecharge #LetsTakeCharge
- Do you know or care for someone that is living with #lupus? The #LetsTakeCharge campaign aims to increase awareness about the need for diversity in lupus clinical trials. Learn more: www.minorityhealth.hhs.gov/letstakecharge
- #DYK that #lupus mainly affects racial and ethnic minority populations and that 9 out of 10 people living with the disease are women? Learn about the #LetsTakeCharge campaign to increase diversity in lupus research: www.minorityhealth.hhs.gov/letstakecharge
- #Lupus treatment options are limited and racial/ethnic minority populations are disproportionately impacted by the disease. Join the #LetsTakeCharge campaign to raise awareness about diversity in lupus clinical trials! Learn more: www.minorityhealth.hhs.gov/letstakecharge
- #DYK that there are biological differences in how people process drugs? Diverse participants are needed in #lupus clinical trials to study responses to potential new treatments being researched. Learn about the #LetsTakeCharge campaign by visiting www.minorityhealth.hhs.gov/letstakecharge
- Are you living with #lupus or are you a caregiver for a lupus patient? Check out the new #LetsTakeCharge campaign to learn why we need diverse participants in lupus clinical trials: www.minorityhealth.hhs.gov/letstakecharge
- Watch Christele's inspiring story about her decision to join a #lupus clinical trial and learn why diversity in clinical trials is important. #LetsTakeCharge https://youtu.be/tDcmT_EWgrM
- Shanelle is a poet, an advocate, and a former clinical trial participant. Watch her new video and learn why she decided to join a lupus clinical trial. #LetsTakeCharge <https://youtu.be/TpDEi8eZQ24>
- #LetsTakeCharge! Watch this new video from FDA's Office of Minority Health and Health Equity and the HHS Office of Minority Health and learn how diversity in clinical trials can benefit lupus patients. <https://youtu.be/Y5KOREEbs-k>
- Lupus disproportionately impacts some racial and ethnic minority communities and other diverse groups, so #LetsTakeCharge and help make lupus research more diverse. Learn more from the Director of the HHS Office of Minority Health, RADM Felicia Collins: <https://youtu.be/qqqk0YEGZ5Q>



Twitter Messages

- Are you living with #lupus and do you represent a racial/ethnic minority? You can help find new lupus treatments! Visit www.minorityhealth.hhs.gov/letstakecharge to learn more. #LetsTakeCharge
- #LetsTakeCharge and help researchers find new and better treatments for #lupus—consider joining a clinical trial today! For more info, visit www.minorityhealth.hhs.gov/letstakecharge
- Researchers are recruiting diverse participants for #lupus clinical trials. #LetsTakeCharge so that all lupus patients are represented. Learn more: www.minorityhealth.hhs.gov/letstakecharge
- If you are living with #lupus, you know the challenge of managing and treating the disease. Learn how you can help researchers find ways to fight lupus by joining a clinical trial: www.minorityhealth.hhs.gov/letstakecharge #LetsTakeCharge
- #DYK the cause of #lupus is currently unknown? Diverse participation in clinical trials is key to understanding and treating lupus. Learn more: www.minorityhealth.hhs.gov/letstakecharge #LetsTakeCharge
- #DYK that people living with lupus from certain racial or ethnic minority populations have a higher chance of having more severe symptoms? We need better #lupus treatments for all people. Learn how you can help: www.minorityhealth.hhs.gov/letstakecharge #LetsTakeCharge
- Help @MinorityHealth and @FDAHealthEquity spread the word about the need for diversity in #lupus clinical trials! Learn more about the #LetsTakeCharge campaign here: www.minorityhealth.hhs.gov/letstakecharge
- People with #lupus are living longer thanks to treatment advances, but we still need more treatment options. Learn how you can help by joining a clinical trial: www.minorityhealth.hhs.gov/letstakecharge #LetsTakeCharge
- #LetsTakeCharge is a public education and outreach campaign that aims to provide info about clinical trials to diverse #lupus patients and their caregivers. Visit www.minorityhealth.hhs.gov/letstakecharge for more information.
- Are you living with #lupus? Have you considered joining a lupus clinical trial? @FDAHealthEquity and @MinorityHealth have resources for you! Visit www.minorityhealth.hhs.gov/letstakecharge #LetsTakeCharge
- Watch Christele's inspiring story about her decision to join a #lupus clinical trial and learn why diversity in clinical trials is important. #LetsTakeCharge https://youtu.be/tDcmT_EWgrM
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- #LetsTakeCharge! Watch this new video from @FDAHealthEquity and @MinorityHealth and learn how diversity in clinical trials can benefit individuals living with lupus. <https://youtu.be/Y5KOREebs-k>
- Lupus disproportionately impacts some racial and ethnic minority communities and other diverse groups, so #LetsTakeCharge and help make lupus research more diverse. Learn more from @MinorityHealth's Director, RADM Felicia Collins: <https://youtu.be/qqqk0YEGZ5Q>



Digital Resources

DID YOU KNOW?

Participants can leave a clinical trial at **any time** for **any reason**.

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Black and Latina women usually get lupus at a younger age and have more severe symptoms than women of other groups.



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It is important to study medical products in the diverse groups of patients that will use them.

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DID YOU KNOW?

Some racial and ethnic minorities and other diverse groups are underrepresented in clinical research.



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Visit **ClinicalTrials.gov** to find resources and information about lupus clinical trials that can help develop new potential treatments.



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DID YOU KNOW?

Lupus treatment options are limited. To develop new treatments, more research is needed. Talk to your health care provider to see if joining a clinical trial is right for you.



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Digital Resources



DID YOU KNOW?

MYTH: Lupus only occurs in women.

FACT: Although the risk is much higher for women, both men and women get lupus.


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LET'S TAKE CHARGE!
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We need diverse participants in lupus clinical trials to:

- ✓ Represent the patients that will use the medical products
- ✓ Obtain better data on how well treatments work in diverse communities
- ✓ Understand how people may react differently to medical products

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WHAT IS A CLINICAL TRIAL?

Clinical trials are **research studies** involving human volunteers to evaluate **medical products** like medications, vaccines, or devices for **safety and effectiveness**.

To continue developing new treatments, lupus clinical trials need **diverse participants** representing the populations most affected by lupus.

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What is a clinical trial?

Clinical trials are research studies involving human volunteers to evaluate **medical products** like medications, vaccines, or devices for **safety and effectiveness**.

Why do we need diverse participants in clinical trials?

Racial and ethnic minority and other diverse groups are **not well represented in lupus clinical trials**. It is important to have diverse groups participate to obtain data on the effectiveness, safety, and side effects of treatment in the populations most affected by lupus.

How do you find lupus clinical trials?

Talk to your health care provider (such as a rheumatologist), connect with an advocacy organization, or visit **ClinicalTrials.gov** to find a trial that is right for you.

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