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It is nearly impossible to find someone who has not been touched by cancer in some way. Whether you have personally battled cancer or know someone close to you who has, cancer affects us all. Consider the impact of cancer in Florida:

- This year alone, more than 96,000 Floridians will be diagnosed with cancer and nearly 40,000 will die from the disease, according to the American Cancer Society.
- Cancer is now the leading killer of Americans under the age of 85, and Florida has the second highest cancer burden in the nation.
- Research has shown that ethnically diverse, low income/low literacy and elderly populations are more likely to die of cancer than any other group. Florida's minority population is 10 percent higher than the national average, 15.2 percent of residents are living below the poverty level and the state has the largest elderly population in the nation (17.6%), which is expected to climb to 24 percent by 2025.

With the second highest rates of cancer incidence and mortality in the country and more than one-third of Florida's population at high risk for developing cancer, it is critical that Floridians understand the importance of cancer clinical trials. Cancer clinical trials provide cancer patients with the highest quality of cancer care available from today's leading physicians. Patients participating in these clinical studies have the opportunity to help physicians and researchers identify new medications and therapies to prevent, diagnose and treat cancer, while simultaneously receiving care that is as good as, if not better than, standard treatments. Clinical trials are a critical component to advancing the fight against cancer and ensuring hope for tomorrow. After all, today's standard treatments were yesterday's clinical trials, and progress made through clinical trials has enabled cancer patients to live longer and healthier lives.

In the past, clinical trials were sometimes seen as a last resort for people who had no other treatment choices. Today, many people with cancer, even those whose cancer has not spread, receive their first treatment in a clinical trial. Unfortunately, however, less than 5 percent of cancer patients participate in clinical trials, partly because they are unaware this treatment option is available. To address this challenge and increase awareness about clinical trials, a collaboration of statewide leaders from cancer centers, hospitals, universities, professional medical organizations and health care advocacy groups created Florida Cancer Trials, Inc.—a

501 (c)(3) organization that strives to increase the number of Floridians participating in cancer clinical trials by educating cancer patients, those at high risk for developing cancer, health care providers and caregivers about the availability and necessity of cancer clinical trials in Florida. The group has launched a groundbreaking clinical trials information and matching service that connects cancer patients to their available treatment options in Florida. Florida cancer patients, their loved ones and health care providers are now just a mouse click ([www.FloridaCancerTrials.com](http://www.FloridaCancerTrials.com)) or phone call away (1-800-584-9976) from searching a comprehensive database of the trials in Florida for more than 100 different types of cancer. This interactive Web site and toll-free number provides help for today *and* hope for tomorrow.

For more information about Florida Cancer Trials or available cancer clinical trials in your area, log on now to [www.FloridaCancerTrials.com](http://www.FloridaCancerTrials.com), or call 1-800-584-9976. If you are interested in obtaining posters, flyers, promotional cards, an advocate outreach kit or other materials to promote this effort, please call (813) 349-4408 or email [Nina.Entrekin@cancer.org](mailto:Nina.Entrekin@cancer.org).

**[WWW.FLORIDACANCERTRIALS.COM](http://WWW.FLORIDACANCERTRIALS.COM) ■ 1.800.584.9976**

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