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## **TIGERLILY FOUNDATION LAUNCHES “MY LIVING LEGACY,” AN EDUCATIONAL CAMPAIGN FOR BLACK COMMUNITIES ON THE IMPORTANCE OF PARTICIPATION IN CLINICAL TRIALS**

ALDIE, Va. and SANTA CLARA, Calif. – [October 10, 2023] – The Tigerlily Foundation (Tigerlily), a leading breast cancer patient advocacy organization, with the support of GSK, announced today the launch of Tigerlily’s [My Living Legacy campaign](#), created to educate and empower Black communities to consider clinical trials for chronic diseases and cancers.

“*My Living Legacy* is a campaign focused on changing the narrative for Black health through storytelling and encouraging participation in clinical trials. This campaign will educate and empower Black people on the importance and benefits of clinical trials – inspiring people to create a living legacy of improved health for Black communities everywhere,” shared Maimah Karmo, Founder/CEO of the Tigerlily Foundation and a 17-year survivor of breast cancer. “It’s about more than just participating; it’s about creating a pathway to ensure that the treatments of tomorrow are developed with everyone in mind. We invite you to join us on our journey: a movement for health equity that promises to help create a more inclusive and hopeful healthcare future for all. When I was diagnosed with triple-negative breast cancer, it felt like a death sentence. I have spent the past 17 years creating my living legacy – working to ensure others have better treatment options. The *My Living Legacy* campaign is a call to action to the community to engage and create their living legacy, too.”

According to *The Journal of the American Medical Association*, Black people account for less than five percent of clinical trial participants <sup>1</sup> and have the highest death rates across diseases <sup>2</sup> including breast cancer. Unfortunately, what fuels low clinical trial participation among the Black community is multifaceted, including mistrust of the medical system, economic disadvantages, lack of awareness of study programs, and communication barriers.<sup>3</sup>

The [My Living Legacy campaign](#) incorporates culturally relevant, health-literacy-focused materials to increase diverse participation in trials and to help foster trust between research institutions, trial sponsors, and Black communities across the country. This includes the national release of a radio public service announcement to encourage the Black community to engage in discussions around trials.

“GSK is proud to offer support for this important campaign as we believe knowledge is not just power – it’s the foundation for better healthcare,” said Nisha Patel, Engagement Director, Global Demographics and Diversity at GSK. “By equipping people with the right information, we empower them to take control of

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<sup>1</sup> Alegria M, Sud S, Steinberg BE, Gai N, Siddiqui A. Reporting of Participant Race, Sex, and Socioeconomic Status in Randomized Clinical Trials in General Medical Journals, 2015 vs 2019. *JAMA Netw Open*. 2021;4(5):e2111516. doi:10.1001/jamanetworkopen.2021.11516

<sup>2</sup> <https://www.fda.gov/media/135337/download>

<sup>3</sup> Gorelick PB, Harris Y, Burnett B, Bonecutter FJ. The recruitment triangle: reasons why African Americans enroll, refuse to enroll, or voluntarily withdraw from a clinical trial. An interim report from the African-American Antiplatelet Stroke Prevention Study (AAASPS). *J Natl Med Assoc*. 1998 Mar;90(3):141-5. PMID: 9549977; PMCID: PMC2608331.



their health. Through *My Living Legacy* and our partnership with the Tigerlily Foundation, we are delivering education and awareness directly to those who need it.”

Information, health resources and trial participation materials will be available at [Tigerlily community events](#) throughout the year. Each event will include panels discussing diversity in clinical trials featuring guest speakers who are health experts and patients. The event series will take place in select locations across the U.S., including, Houston, the Bay Area, and Atlanta. Panel participants include Maimah Karmo, Founder/CEO of the Tigerlily Foundation and members from GSK’s Global Demographics and Diversity team. Event attendees will also hear powerful stories from Tigerlily’s ANGEL Advocacy Network, a group of passionate breast cancer survivors, and other community leaders.

“The reality is for some patients, clinical trials are the only care they receive,” said Andrea Bonhomme, Associate Director, Global Demographics and Diversity Engagement, GSK. “For pharmaceutical companies to understand the true impact of disease on certain sections of the population, we must have them in the clinical trials. When there is true representation, our research and development is enhanced in its effectiveness.”

You can learn how to start those conversations with loved ones and your doctor by visiting [tigerlilyfoundation-mylivinglegacy.org](http://tigerlilyfoundation-mylivinglegacy.org) to access educational materials and discussion guides. Additional information about events throughout the year can also be found online at [tigerlilyfoundation.org/events](http://tigerlilyfoundation.org/events).

### **About Tigerlily Foundation**

Tigerlily Foundation is a national breast cancer foundation providing education, awareness, advocacy, and hands-on support to young women (ages 15-45) – before, during, and after breast cancer. Tigerlily programs seek to educate and empower women of all backgrounds, including those at heightened risk, those facing health disparities, and those with less access to care. Tigerlily improves the quality of life and ends isolation among breast cancer survivors. More information on the Tigerlily Foundation can be found at [www.tigerlilyfoundation.org](http://www.tigerlilyfoundation.org).

### **About GSK**

GSK is a global biopharma company with a purpose to unite science, technology, and talent to get ahead of disease together. Find out more at [gsk.com](http://gsk.com).

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