

Research Advocacy Training & Support

RATS Program

SPONSORSHIP OPPORTUNITIES

Fight CRC informs and influences the research community to commit more resources to colorectal cancer research, including potential breakthrough projects that lead to increased screening and better outcomes.

Research advocates bring the patient viewpoint to the research process, communicating a collective patient perspective. Research advocates include cancer survivors, caregivers and champions. Fight Colorectal Cancer’s Research Advocacy Training and Support (RATS) program trains colorectal cancer advocates to become the most educated patient voice at the research table. Through this program, participants learn all about colorectal cancer research, from prevention and cancer biology to treatment, survivorship, and palliative care.

About the Research Advocates

The RATS program has over a dozen active members who are engaged through learning labs and additional education opportunities. The majority are patients and survivors. Research Advocates are located throughout the country, representing 10 states.

Fight Colorectal Cancer’s RATS Program

- * Maintains the goal of improving the ability of research advocates to participate in the research process effectively
- * Hosts in-person meetings (RATS Academy) and online training (Learning Labs)
- * Supports conference attendance
- * Provides ongoing support for program members
- * Collaborates with academic institutions, pharmaceutical companies, governmental agencies

RATS Values





- * Excellence in research, advocacy, education, and collaboration
- * The achievement of advocates at all levels, and promotion of their accomplishments nationally and locally
- * Representation and inclusion of all backgrounds and experiences
- * The development of an inclusive learning community
- * The support of creative, critical, and reflective thinking and practice
- * Ethical conduct by our advocates

Engagement

Nearly 90% of current research advocates have attended a RATS Academy, and almost all regularly engage in advocacy efforts and/or seek novel ways to contribute the patient voice to research.

Here are some examples of what Fight CRC Research Advocates do in the field:

- * Speak at meetings/conferences for accredited institutions to share a patient perspective
- * Inform best practices for university cancer center program development
- * Serve as advocate reviewers for grants and/or journal articles
- * Serve as consumer reviews with the Peer-Reviewed Cancer Research Program (PRCRP) through the Department of Defense (DOD) Congressionally-Directed Medical Research Program (CDMRP)
- * Participate in Local Institutional Review Boards (IRBs)
- * Attend large cancer research conferences representing patient research advocacy (ASCO, ASCO GI, etc.)
- * Work in their local communities to develop survivorship programs

| | Platinum Sponsor — \$40,000 | Gold Sponsor — \$25,000 | Silver Sponsor — \$15,000 | Bronze Sponsor — \$5,000 |
|----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Recognition via social media |  45k reach |  39k reach |  30k reach |  13k reach |
| Recognition on Fight CRC’s sponsor webpage | ✓ | ✓ | ✓ | ✓ |
| Recognition on RATS training materials and RATS webpage | ✓ | ✓ | ✓ | ✓ |
| Opportunity to host a training webinar with RATS | 3x | 2x | 1x | |
| Recognition in Patient Resource Email <i>(exact month TBD)</i> | 3x | 2x | 1x | |
| Opportunity to conduct a survey with RATS | 2x | 1x | | |
| Recognition in one (1) Beyond Blue Magazine Bi-annual Publication <i>(Fall/Winter 2023 or Spring/Summer 2024)</i> | ✓ | | | |
| Opportunity to host an on-site training with RATS at partner location | ✓ | | | |

To secure your sponsorship, please contact Erin Quiko at Erin@FightCRC.org.