

Note Re: Newsletter Distribution

Dear TACT Study Team,

Attached are materials for your use including:

- General newsletter article about the study;
- Template cover letter to send along with the article to your hometown publications (your personal and site information can be added); and
- Placement tip sheet, which provides a step-by-step guide to developing a list of target publications and distributing the article.

The newsletter article has been approved by the Sterling IRB. If your site has a local IRB, you are responsible for submitting the article for approval. You must notify Tristan Edwards at the CCC at (305) 674-2703 if you would like to modify the newsletter article in any way. Also, once you have received local IRB approval, please send the approval information to Tristan at (305) 674-2146.

We encourage you to send this newsletter article to your local weekly and community newspapers and newsletters published by local organizations that may reach the at-risk population. Also, be sure to:

- Keep your public affairs or media/press office informed of your outreach plans, if you have one. The public affairs office can help maximize your efforts.
- Send the article to your local health editors/reporters or general editors at your local newspapers. For newsletters, most likely there will be one contact, the editor.
- Include the following study information when communicating to the public and press about the study:
 - “More information about the study is available at the NIH National Center for Complementary and Alternative Medicine’s Web site at www.nccam.nih.gov/chelation or by calling 1-888-644-6226.”
- Make sure your PI is available for interviews once you have distributed the article.
- Track local coverage, collecting stories as they appear and letting us know about it.

Please send stories to jarcinie@msmc.com.

We recommend following up quickly on inquiries you may receive from media and potential patients. If you are unable to be at your phone at all times, you may record a special message on your voice mail that references TACT.

We hope your outreach efforts will bring in more potential participants and generate further interest in the study. Thanks for your support and participation.

Feel free to contact me with any questions at jarcinie@msmc.com.

Jacqui

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