Summary  
ECOG-ACRIN Cancer Research Group’s Marketing/Clinical Education and Awareness staff will use approved language/images to help increase awareness of EA2201 and support accrual efforts. The content below may be shared to the ECOG-ACRIN website, affiliated blogs, and social media channels. Links to these channels are included below. Staff at participating ECOG-ACRIN sites may also use this content on their own institutions’ marketing/communications channels.

ECOG-ACRIN Website  
<https://www.ecog-acrin.org>

ECOG-ACRIN Blogs  
<https://blog-ecog-acrin.org>  
<https://advocacy-ecog-acrin.org>

Social Media Channels  
Twitter: <https://twitter.com/eaonc>  
Facebook: <https://www.facebook.com/eaonc/>   
LinkedIn: <https://www.linkedin.com/company/ecog-acrin-cancer-research-group/>  
YouTube (*video only*): <https://www.youtube.com/channel/UCAC_V1QdqlH2KdHOt7K2IHw>

Target Audience(s)  
The GI/colorectal cancer community, including:

* Patients and survivors
* Caregivers
* Advocates
* Research, education, and advocacy organizations

Privacy/Confidentiality Considerations  
ECOG-ACRIN will make every possible effort to protect privacy and confidentiality by:

* Keeping social media post content general in nature and avoiding any specifics related to the trial or patients on the trial
* Refraining from direct engagement with individuals about their eligibility for trials
  + Instead, individuals will be directed to consult with their physician and/or the NCI’s Cancer Information Service
* Monitoring posts daily for inappropriate responses/interactions and flagging or removing as needed

General/Website Messaging

**EA2201 Study**

*Testing Nivolumab and Ipilimumab with Short-Course Radiation in Locally Advanced Rectal Cancer*

**Why consider participating in this study?**

* Research studies are an important way to test the effectiveness of new therapies and approaches for treating rectal cancer.
* The usual approach for patients with rectal cancer is treatment with radiation, surgery, and chemotherapy.
* The purpose of EA2201 is to find out if the addition of two immunotherapy drugs, nivolumab and ipilimumab, to radiation (prior to surgery) will lower the chance of your rectal cancer growing/ spreading, and cause fewer cancer cells to be found at the time of surgery than would normally be found after chemoradiation and/or chemotherapy.
  + Immunotherapy drugs like nivolumab and ipilimumab stimulate the body’s immune system to help the body fight cancer.

**What does this study involve?**

* If you decide to participate in EA2201, you will get:
  + Immunotherapy with nivolumab and ipilimumab (through a vein in the arm, or through a port) for two 28 day cycles, then
  + Short-course radiotherapy (5 days), followed by
  + Two additional 28-day cycles of immunotherapy with nivolumab and ipilimumab, followed by
  + An assessment of how your cancer has responded to treatment by using a digital rectal exam (DRE), CT scan, and magnetic resonance imaging (MRI)
  + Surgical resection of your cancer, referred to as total mesorectal excision (TME)
* Your doctor will continue to follow your condition closely for at least 5 years. You will have:
  + Blood tests every 3 months for 2 years, and every 6 months for 3 additional years
  + Scans at least annually for 5 years
  + A colonoscopy 1 year after surgery, then every 3-5 years after that
* You can decide to stop taking part in the study at any time, even after you have enrolled.

**Who will take part in this study?**

* Approximately 31 patients will participate in EA2201.
* Participants must have stage II or III rectal cancer that is MSI-H (microsatellite instability-high) or dMMR (deficient mismatch repair).
* Participants must not have previously received chemotherapy/immunotherapy for their rectal cancer, or radiotherapy to the pelvis.

**What are the costs of taking part in this study?**

* Just as you would if you were getting the usual care for your cancer, you and/or your insurance plan will need to pay for some or all of the costs of medical care you get as part of this study. Check with your insurance company to find out what they will pay for.
* You/your insurance provider will **not** have to pay for the nivolumab and ipilimumab while you take part in this study. However, you/your insurance company will have to pay for preparing and administering the drugs.

**How can you learn more or sign up for the trial?**

Talk with your doctor. You can also [view trial locations](https://www.cancer.gov/about-cancer/treatment/clinical-trials/search/v?id=NCI-2021-00912&loc=0&q=ea2201&rl=1) (scroll down to “Locations & Contacts”) or call the NCI Cancer Information Service at 1-800-4-CANCER

Social Media Messaging

|  |  |
| --- | --- |
| **Twitter** | **Facebook/LinkedIn** |
| Do you have locally advanced #rectalcancer (MSI-H or dMMR)? If so, you may be able to participate in a study of a potential new treatment. Learn more about the EA2201 #clinicaltrial: https://bit.ly/ea2201-study #colorectalcancer #crcsm | Do you have locally advanced rectal cancer (MSI-H or dMMR)? If so, you may be able to participate in a study of a potential new treatment. Learn more about the EA2201 clinical trial: https://bit.ly/ea2201-study |
| Learn about the EA2201 study for patients with MSI-H or dMMR #RectalCancer, testing if #immunotherapy with nivolumab and ipilimumab plus radiation prior to surgery lowers the chance of the cancer growing/spreading. More information: https://bit.ly/ea2201-study | Learn about the EA2201 study for patients with MSI-H or dMMR rectal cancer, testing if immunotherapy with nivolumab and ipilimumab plus radiation prior to surgery lowers the chance of the cancer growing/spreading. More information: https://bit.ly/ea2201-study |
| You may be eligible to participate in a #rectalcancer study (MSI-H or dMMR) that could discover if treatment w/ #immunotherapy + radiation prior to surgery is better than the usual approach of radiation, surgery, and chemotherapy. More: <https://bit.ly/ea2201-study> #colorectalcancer | You may be eligible to participate in a rectal cancer study (MSI-H or dMMR) that could discover if treatment with immunotherapy and radiation prior to surgery is better than the usual approach of radiation, surgery, and chemotherapy. More: <https://bit.ly/ea2201-study> #colorectalcancer |

**Hashtags:** #RectalCancer #ColorectalCancer #immunotherapy #crcsm

Images



