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## Appendix S1

### Supplement I. Sample of recruitment materials

Email

# You can play a role in eczema research

The National Eczema Association (NEA) needs your input to improve eczema clinical trials.

We recognize this is an unprecedented time, with COVID-19 threatening communities around the world. While it can be difficult to focus on anything else, our priority at NEA is always the eczema community and **we cannot lose any ground in our efforts to provide you the best resources and push forward on the research that leads to new treatments**. And if there's one thing COVID-19 underscores, it's the importance and urgency of new treatment development.

NEA is conducting an anonymous survey to learn more about your experiences with eczema clinical trials—your awareness of and/or participation in clinical trials as well as perceived barriers to and motivations for participation. No previous experience with clinical trials is needed in order to take the survey.

**[Take survey now.](#)**

**Clinical trials are a necessary step in developing better, safer treatments.** At this time, potential new therapies for eczema are beginning clinical trials at an unprecedented rate. However, only 8% of the eczema community reports having ever participated in a clinical trial.<sup>1</sup> We aim to improve eczema clinical trials design, education and recruitment so that new therapies can reach patients as soon as possible.

The information we're gathering in **[this survey](#)** will provide important insights that will affect the future of eczema care and treatment.

**Help us fill this gap in research and raise awareness.** If you are an adult with eczema, or the parent/primary caregiver of a child or teen with eczema, we want to hear from you!

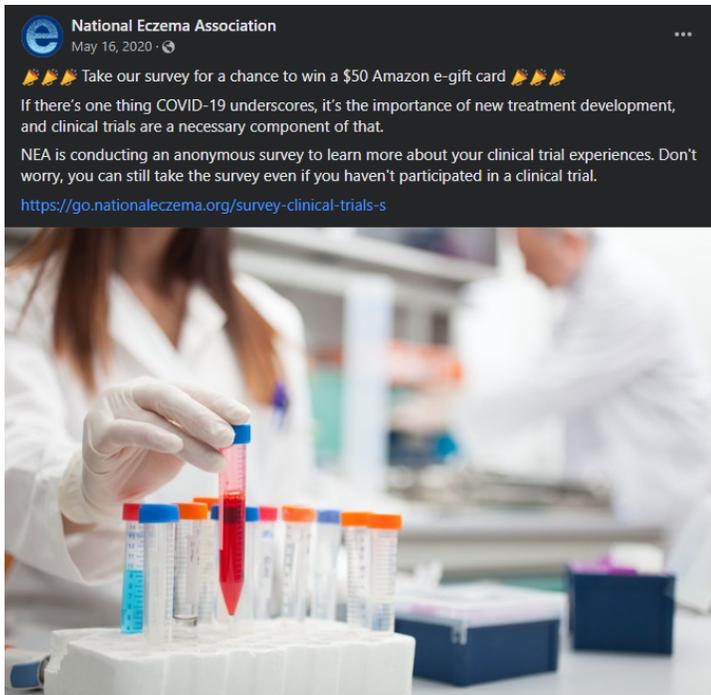
After completing the survey, you can enter for a chance to win one of ten \$50 Amazon e-gift cards—just for participating!

You must be 18 or older to take the survey. The survey closes on June 4, 2020.

*Statistic based on the recent "[More Than Skin Deep](#)" survey that NEA co-administered in 2019.*

[TAKE THE SURVEY](#)

## Facebook



## LinkedIn



**National Eczema Association**  
3,313 followers  
3yr • 🌐

The National Eczema Association (NEA) needs your input to improve eczema clinical trials. Clinical trials are a necessary step in developing better treatments.

We are conducting an anonymous survey to learn more about your experiences with eczema clinical trials—your awareness of and/or participation in clinical trials as well as perceived barriers to and motivations for participation. No previous experience with clinical trials is needed in order to take the survey.

Take the survey via this link: <https://lnkd.in/gX4Mhvs>

Please share this opportunity with your networks!

[#clinicaltrials](#) [#clinicalresearch](#) [#surveys](#) [#surveyresearch](#) [#eczema](#)  
[#atopicdermatitis](#) [#healthcare](#) [#research](#) [#survey](#) [#clinicaltrial](#) [#patientcare](#)  
[#eczemacare](#) [#treatments](#) [#eczematreatment](#)

**NEA Survey on Eczema Clinical Trials**  
[go.nationaleczema.org](http://go.nationaleczema.org)  
NEA Survey on Eczema Clinical Trials

### **Supplement II. Survey question assessing general understanding of how a clinical trial is conducted.**

How would you describe your general understanding of how a clinical trial is conducted?

1. Excellent
2. Good
3. Average
4. Poor
5. Terrible

### **Supplement III. Survey question assessing knowledge of 13 clinical trial terms.**

How would you rate your understanding of each of the following terms related to an eczema clinical trial?  
[answer options: no understanding, poor understanding, fair understanding, good understanding, very good understanding]

1. Treatment randomization
2. Treatment arm
3. Placebo
4. Masking (or single-blind, double-blind)
5. Control group
6. Study risk
7. Study benefits
8. Interventional study
9. Observational study
10. Inclusion criteria
11. Exclusion criteria
12. Washout period
13. Rescue therapy

**Supplement IV. Details of univariable logistic regression analysis.**

Logistic regression was used to separately explore each outcome of interest: (1) CT awareness, (2) CT interest, and (3) CTP barriers. Multivariable logistic regression models were developed using purposeful selection: variables were screened using univariable logistic regression with  $P < 0.25$ , then retained in the final multivariable models if  $P < 0.05$ . Explanatory variables considered for inclusion in the models included demographics: age, gender, race (groups defined above), ethnicity (Hispanic/Latinx or not Hispanic/Latinx), urban/rural (RUCC 1-3/RUCC 4-10); Eczema-related variables: number of eczema diagnoses, AD diagnosis (yes/no), eczema severity by value (clear, mild, moderate, severe), and satisfaction with current therapy (dissatisfied/very dissatisfied, neither satisfied nor dissatisfied, satisfied/very satisfied); and variables about awareness/attitudes: confidence in ability to find information on available eczema CTs (slightly confident/not very confident at all, moderately confident, extremely confident/very confident), and a composite understanding score of 13 CT-related terms.