The Art of Recruitment

TIFFANY ISRAEL, MSSW
VANDERBILT COMMUNITY ENGAGEMENT RESEARCH CORE
Overview

• What the Research Says

• Plan, plan, plan
  • Know Your Population of Interest
  • Identify Potential Barriers to Participation

• Be on Message

• Establishing Genuine Communication

• Recruit, Retain, Relax
What the Research Says

- Only 1% of US population participates in health studies
- 30% of trial sites fail to recruit even a single participant
- Less than 10% of clinical studies are completed on time
- Reports of clinical trials consistently state that initial approaches to recruitment are rarely successful, takes longer than planned, and the pool of participants is overestimated.
Plan, Plan, Plan

Who?
What?
When?
Where?
Why?
Plan, Plan, Plan

- Identify Barriers to Participation
- Understand Cultural and Conceptual Barriers
- Be Aware of Life Stressors
Recruit

Establish Trust

- Past and recent history of unethical research
- Historic trauma leads to distrust of academic institutions
- Exclusion from potentially beneficial research studies
- Quality health care may be out of reach
- Real and perceived exploitation by outsiders
- Data mining or helicopter research
## Life Stressors

<table>
<thead>
<tr>
<th>Reason for Dropping Out</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of time</td>
<td>20</td>
<td>42.6</td>
</tr>
<tr>
<td>Changes in job schedule/schedule conflicts</td>
<td>17</td>
<td>36.2</td>
</tr>
<tr>
<td>Too much stress</td>
<td>12</td>
<td>25.5</td>
</tr>
<tr>
<td>Child no longer at day care center</td>
<td>6</td>
<td>12.8</td>
</tr>
<tr>
<td>No transportation</td>
<td>2</td>
<td>4.3</td>
</tr>
<tr>
<td>Did not know group had started</td>
<td>2</td>
<td>4.3</td>
</tr>
<tr>
<td>Need to be home to supervise other children</td>
<td>2</td>
<td>4.3</td>
</tr>
<tr>
<td>Got home too late after parent group</td>
<td>1</td>
<td>2.1</td>
</tr>
<tr>
<td>Poor health</td>
<td>1</td>
<td>2.1</td>
</tr>
<tr>
<td>Disagreed with research staff about payment</td>
<td>1</td>
<td>2.1</td>
</tr>
<tr>
<td>Disagreed with program philosophy</td>
<td>1</td>
<td>2.1</td>
</tr>
<tr>
<td>Parent didn’t “fit in” with other group members</td>
<td>1</td>
<td>2.1</td>
</tr>
<tr>
<td>Did not want to be out in neighborhood after dark</td>
<td>1</td>
<td>2.1</td>
</tr>
<tr>
<td>Did not know childcare was provided</td>
<td>1</td>
<td>2.1</td>
</tr>
<tr>
<td>Unable to contact for interview</td>
<td>3</td>
<td>6.4</td>
</tr>
</tbody>
</table>

*Note: Parents could endorse more than one reason for dropping out.*
Be on Message

- Create a FAQ

About the Research Study

What is the purpose of the registry?
The purpose of the Genetic Causes of Keloid Formation Study is to learn more about keloids and to find out what causes them to occur.

Who is eligible to join?
You and your family are eligible to participate in the study if you and at least two other family members:
- Have or have had keloids
- Are at least 10 years old
- Are able to communicate in English or Spanish

If you’re interested in joining the study, please contact us by email or phone to set up an appointment.

Genetic Causes of Keloid Formation Study
UT Southwestern Medical Center
Department of Dermatology
5323 Harry Hines Blvd.
Dallas, TX 75390-8059
Phone: 214-649-2703
Fax: 214-648-5559
keloidgenetics@utsouthwestern.edu

Principal Investigator – Donald Glass, M.D., Ph.D.

What does participation in the study involve?
All family members who would like to participate will be invited to sign a consent form that explains the study and procedures, to complete a questionnaire with keloid and health-related questions, and to donate a small amount of blood.

The blood will be used to prepare DNA in order to study the genes that influence keloid formation.

What does it cost to enroll?
There is no cost to enroll. However, this is not a treatment study. Neither you, nor your insurance provider, will be charged for participating in this research study.

How do I find out more?

- Develop a study website
- Uniform brochure
Recruit

Be clear about benefits
  • To patient
  • To community
  • To overall system

Financial compensation
  • Fair and equitable
Retain

- Connect
- Personalize
- Be flexible
- Be ready
- Be respectful
Relax