Recruitment Solutions to Reach Diverse Populations

A guide to effective recruitment services available to researchers
Overview of Services

Recruiting diverse populations requires a diverse approach. The following services and resources are offered to researchers who want to diversify their recruitment approach:

- Recruitment consultation/advisory support
- Research Match
- Digital Advertising
  - Craigslist.org post management
  - Facebook advertising
  - Study specific web landing pages
- Participant Advisory Board
- Material design services
- Prescreening and scheduling services
- Recruitment database development

Additional Overview of Services

- Grassroots recruitment
- Dear Provider Letter creation and distribution
- Creation of snowball recruitment materials
- Development of a recruitment project plan

*All materials undergo a readability and health literacy review*

Recruitment Consultation

We provide one hour consultation to research teams, which includes experienced clinical research nurses, outreach coordinators, bioinformaticists and research participant advocates, to discuss study specific, value-added recruitment strategies.

Recruitment recommendations are provided after the sessions. Researchers have the option to implement the recommendations on their own or solicit the recruitment unit's help with implementation. If the researcher so chooses, a recruitment project plan will be created for the study team.
ResearchMatch is a disease neutral online volunteer recruitment and engagement platform that is hosted by Vanderbilt and is intended to remove barriers to patient participation. This site is specifically designed to serve as an effective, useful and complementary recruitment tool that will help connect willing volunteers with researchers who are searching for appropriate volunteers to be placed in their research studies.

Digital Advertising

- The following digital advertising platforms can be used for recruitment:
  - Craigslist.org post management
  - Facebook advertising
  - Study specific web landing pages

"The creation of the landing page has sent me many participants wanting to learn more about the study. I have received positive feedback from the landing page from participants as well. From adding the use of Craigslist and Facebook to recruit, the response rate of potential participants has increased from our previous recruitment plans."

- Study Coordinator at Georgetown University

Participant Advisory Board

The Participant Advisory Board is made up of diverse members of the community who view clinical research materials through the lenses of the participant. The PAB provides the following:

- Review of recruitment materials
- Assistance for investigators setting research priorities for their research area
- Recommendations for enhancing research participation among diverse and under-represented communities

"The Patient Advisory Board meeting helped us brainstorm new recruiting ideas that focused on community connections that could be strengthened for better success in recruiting from those organizations."

- Study Coordinator at Georgetown University

Learn more about the PAB at: https://www.wepartner4research.org/pab
The Insomnia After Trauma Study

Have you experienced a frightening or threatening event and find it difficult to sleep at night?

Howard University is seeking medically healthy volunteers, ages 18-85 years old to participate in a double blind placebo controlled study evaluating the effectiveness of the drug suvorexant in treating trauma-related insomnia.

You or a friend may be eligible to participate if:
- You are between the ages of 18-85
- Physically healthy
- Have trouble sleeping
- Have experienced a trauma within the past 10 years

Procedures

For Screening and Evaluation:
- Rating scales
- Interview
- Physical Examination

Possibility of:
- Overnight sleep recording
- Being administered a placebo (like a sugar pill) or suvorexant
Web Landing Page Example:
SUVO Study

This study consists of 7 visits at Howard University Hospital Clinical Research Unit over a course of 8-9 weeks.

For more information about this study, please call 202-865-7287 or email sleepandstressprogram@gmail.com.

Compensation for time, effort and transportation will be provided.

Would you like to join the 'WePartner4Research' mailing list to learn about more study opportunities?

Yes
No

Questions? Comments?

Submit

REDCap 7.4.10 • © 2018 Vanderbilt University

Why are we doing this study?

Sleep problems are common among those with exposure to trauma and can contribute to other mental and physical problems. Medications and other treatments aimed at reducing PTSD have not been very effective for helping insomnia. Suvorexant is a drug approved by the FDA for treatment of insomnia but it has not been evaluated for treating insomnia related to trauma. We want to find out what effects (good and bad) suvorexant has trauma-related insomnia.
Are you a Veteran and have trouble sleeping?

Howard University is currently seeking physically healthy Veterans who have been deployed to Iraq or Afghanistan to participate in a study that aims to develop and evaluate a treatment for sleep problems related to military deployments.

Procedures Include:
- Rating scales
- Interview and physical examination
- Cognitive behavioral intervention or education about sleep
- Compensation provided for time and travel

To participate or for more information please contact us at 202-865-7267, email us at sleepandstressprogram@gmail.com, or complete
Web Landing Page Example: STARA Study

STARRA Study

Stopping TNF Alpha Inhibitors in Rheumatoid Arthritis Study

‘If I stop the medication, will I stay in remission?’

‘My RA medication put me in remission, but I’m worried about the side effects’

‘Do I have to take my RA medication forever?’

This study looks to answer these questions, commonly asked by people with RA in remission who take anti-TNF agents.

You may qualify to participate if you:

- Have been in remission for at least 6 months while taking anti-TNFs and DMARDs*
- Take Enbrel® (etanercept), Humira® (adalimumab) or Remicade® (infliximab)
- Want to help us improve quality of life of people with RA

*DMARDs (Disease-Modifying Antirheumatic Drugs) are a class of otherwise unrelated drugs defined by their use in RA to slow down disease progression, e.g. Trexall™ (methotrexate), ARAVA® (leflunomide), Plaquinil® (hydroxychloroquine), Azulfidine® (sulfasalazine), Azoran® (azathioprine), cyclosporine, injectable or oral gold

Interested? Enter your information to learn more or call us at 315-557-8171.
Facebook Ad Examples

Howard University

ATTN Veterans: We are seeking veterans with disturbed sleep who have been deployed to Iraq or Afghanistan to participate in a HU research study. Compensation provided for time and travel. Find out more details here: bit.ly/2ws2EoE #GHUCCTS

Howard University

Georgetown University Medical Center

Children and young adults 12-21 years old that have type 1 diabetes are eligible to participate in a Georgetown University research study that may lead to new therapies that could decrease the risk of heart disease for children with type 1 diabetes.

Clinical Trial for type 1 diabetes.

wepartner4research.org
Title: African American Muscle Health Study (Compensation Provided)

English speaking African-Americans who are between the ages of 18-30 or 65-84 years old may be eligible to take part in the ARMS II Muscle Health Study at Howard University Hospital. Compensation is provided. We encourage all to come with a study partner, whether with your grandparent, grandchild or friend! Participating in this study will help us find ways to identify declining muscle health in African Americans.

By participating, you may learn information about your body composition and insulin sensitivity status (how your cells use blood sugar). You may also learn about any loss (or potential loss) of muscle strength or function that could potentially affect your quality of life as you get older. In addition, it is possible that your participation in the study may lead to knowledge that will help others in the future.

Visit [www.WePartner4Research.org/ARMS](http://www.WePartner4Research.org/ARMS) to learn more.

Visit [www.WePartner4Research.org/arms](http://www.WePartner4Research.org/arms) to learn more or email us at contact@wepartner4research.org.

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**CRAIGSLIST AD**

**Title:** Research Study For Children ($75 Compensation for Time, additional $100 optional portion for diabetic children only)

Your child can participate in this research study to help us understand the risk factors for heart disease in children with type 1 diabetes if:

- Your child is between the ages of 12 - 21.
- Your child is healthy OR has type 1 diabetes (for at least one year).
- Your child is not taking medications that lower cholesterol or blood pressure.
- You’re willing to travel to MedStar Georgetown University Hospital (DC).

[https://www.wepartner4research.org/pediatric](https://www.wepartner4research.org/pediatric)

*Compensation provided.*

*Please visit [https://www.wepartner4research.org/pediatric](https://www.wepartner4research.org/pediatric) to learn more.*

*Call us at [NAME] & [NUMBER],*

*Email us contact@wepartner4research.com*
General Recruitment Assistance

- Study flyer design–using templates
- Study flyer design–custom design (additional fees may apply)
- Identifying recruitment opportunities in the community
- Recruitment budgeting assistance
- Help with promoting study via local news publications/radio station
- Recruiter for community events (preapproval needed)
- Flyer distribution
Examples of General Recruitment Materials

Do you have a child between the ages of 12-21?
If so, you can help!

How?
Healthy children can participate in a research study to help us understand the risk factors for heart disease.

We Can Help!
This study may lead to new therapies that could potentially decrease the risk of heart disease for children with Type 1 Diabetes.

All subjects will receive a $75 gift card for their participation.
To learn more, please contact: Margie Dimatulac | 202-444-1210

STUDY FUNDED BY NATIONAL INSTITUTE ON AGING
HOWARD UNIVERSITY HOSPITAL

DO YOU HAVE BLADDER CONTROL ISSUES?
YOU MAY QUALIFY TO PARTICIPATE IN A 3 MONTH, DRUG FREE, EXERCISE PROGRAM TO EVALUATE THE SUCCESS IN TREATING UI SYMPTOMS
FAME: FUNCTIONAL ASSESSMENT AND MUSCLE EVALUATION THROUGH EXERCISE TRIAL

YOU MAY QUALIFY IF YOU:
- ARE A WOMAN 65 YEARS OF AGE OR OLDER
- HAVE STRESS, URGENCY, OR MIXED BLADDER ISSUES (URINARY INCONTINENCE) FOR 3 MONTHS OR LONGER

PROCEDURES MAY INCLUDE:
- PHYSICAL AND PELVIC EXAM
- MAGNETIC RESONANCE IMAGING (MRI)
- PERSONALIZED ENHANCED LIFESTYLE PHYSICAL THERAPY

FOR MORE INFORMATION, PLEASE CALL: 202-865-1164
MENTION CODE: FAME
www.wp4r.org/fame
Additional Testimonials

"Very satisfied with the recruitment core."
- Study Coordinator, Department of Veterans Affairs

"The staff of GHUCCTS has been extremely helpful. They have demonstrated substantial expertise in the area of participant recruitment and community engagement. They have been especially proactive in assisting the study team with the recruitment needs of the study."
- Principal Investigator, Department of Veterans Affairs

"The recruitment help has been a HUGE help to this study. The creation of the landing page has sent me many participants wanting to learn more about the study. I have received positive feedback from the landing page from participants as well. From adding the use of Craigslist and Facebook to recruit, the response rate for potential participants has increased from our previous recruitment plans."
- Study Coordinator, Georgetown University

"Recruitment core has been excellent in coordinating different aspects of the recruitment process i.e. design and distribute flyers, create ads for social media, create webpage for study and online surveys. A true help for clinical researchers. Thank you!"
- Principal Investigator, Georgetown University

"We really appreciate your help with the flyer."
- Study Coordinator, Georgetown University