

# Recruitment Solutions to Reach Diverse Populations

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A guide to effective recruitment services available to researchers



# Overview of Services

# Additional Overview of Services

# Recruitment Consultation

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

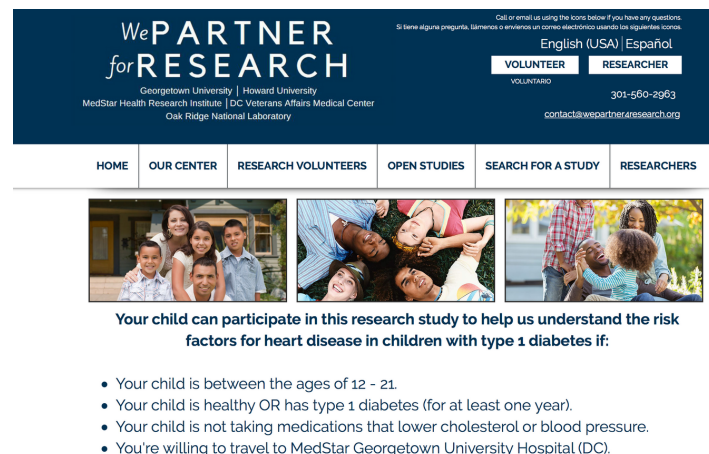
- Recruitment consultation/advisory support
- Research Match
- Digital Advertising
  - Craiglist.org post management
  - Facebook advertising
  - Study specific web landing pages
- Participant Advisory Board
- Material design services
- Prescreening and scheduling services
- Recruitment database development

- 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\*

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.



Call or email us using the icons below if you have any questions.  
Si tiene alguna pregunta, llámenos o envíenos un correo electrónico usando los siguientes iconos.

English (USA) Español

VOLUNTEER RESEARCHER

VOLUNTARIO INVESTIGADOR

301-560-2963

contact@wepartnerresearch.org

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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).

# ResearchMatch

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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.



Difficult diseases have met their match.

Learn more at: <https://www.researchmatch.org>

# Digital Advertising

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- 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

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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>

# Web Landing Page Example: SUVO Study

**We****PARTNER**  
*for***RESEARCH**

Georgetown University | Howard University  
MedStar Health Research Institute | DC Veterans Affairs Medical Center  
Oak Ridge National Laboratory

Call or email us using the icons below if you have any questions.  
Si tiene alguna pregunta, llámenos o envíenos un correo electrónico usando los siguientes iconos.

English (USA) | Español

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## 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 18-55 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 18-55
- 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](mailto:sleepandstressprogram@gmail.com).

**Compensation for time, effort and transportation will be provided.**

Sign Up If You're Interested In the Study! Resize font: 

First & Last Name

Email

Phone

How Did You Hear About Us?

Facebook

Twitter

Community Fair

Google

Physician

Craigslist

Wellness Wednesday at the  
DC VAMC

GHUCCTS Outreach Team

[reset](#)

Are you a formerly deployed Veteran?

Yes

No

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

Yes

No

[reset](#)

Questions? Comments?

[Expand](#)

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.

# Web Landing Page Example: Veterans Sleep Study

WePARTNER  
forRESEARCH

Georgetown University | Howard University  
MedStar Health Research Institute | DC Veterans Affairs Medical Center  
Oak Ridge National Laboratory

Call or email us using the icons below if you have any questions.  
Si tiene alguna pregunta, llámenos o envíenos un correo electrónico usando los siguientes iconos.

English (USA) | Español

VOLUNTEERVOLUNTARIO

RESEARCHER

301-909-8135

[contact@wepartner4research.org](mailto:contact@wepartner4research.org)

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VETERANS SLEEP STUDY  
SLEEP AND STRESS RESEARCH PROGRAM

How can we help?

PARTNER  
RESEARCH

**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.**

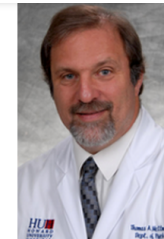
### Procedures Include:

- 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](mailto:sleepandstressprogram@gmail.com)**, or complete

Principal Investigator

Thomas Mellman, MD  
Director, Clinical and Translational Research  
Stress and Sleep Research Program  
Howard University College of Medicine



## How can we help?



# Web Landing Page Example: STARA Study



## STARA 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), Plaquenil® (hydroxychloroquine), Azulfidine® (sulfasalazine), Azoran® (azathioprine), cyclosporine, injectable or oral gold

**Interested? Enter your information to learn more or call us at [315-557-8171](tel:315-557-8171).**



# Facebook Ad Examples

**Howard University**  
Sponsored

Like Page

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](https://bit.ly/2ws2EoE) #GHUCCTS



Howard University

Sign Up

**Georgetown University Medical Center**  
Sponsored

Like ...

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](https://wepartner4research.org)

Learn More

7 1 Comment

Like Comment Share

Have you experienced a frightening or threatening event? We are seeking volunteers to participate in research to improve treatment for insomnia after trauma or PTSD. Compensation provided for time and travel. [bit.ly/2PLqzbl](https://bit.ly/2PLqzbl) #GHUCCTS



**Howard University**  
College & University

Sign Up

Like Comment Share



# Craigslist Ad Examples

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](mailto:contact@wepartner4research.org).

## 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>

*Compensation provided.*

*Please visit <https://www.wepartner4research.org/pediatric> to learn more.*

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

*Email us [contact@wepartner4research.com](mailto:contact@wepartner4research.com)*

# General Recruitment Assistance

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- 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](http://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

