NED 2024

SPRING FORWARD: Strengthening Skills and Engaging with Colleagues

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ACCELERATING RESEARCH. IMPROVING HEALTH.

RECRUITMENT STRATEGIZING

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The Facts

- 85% of clinical trials fail to meet enrollment timelines
- Expect recruitment to be free
- Assume that people are going to be as interested in the research as we are
- Research Coordinator's responsibility

The Facts

- Clinical research is consenting, study visits, data collection, regulatory approvals, documentation
- Recruitment is MARKETING

Characterize the population

Recruitment Strategizing Worksheet

Define the characteristics of your population	Identify potential barriers to participation and retention
☐ What are their daily lives like? Where do they live, work, shop, and spend time? Are they working, or retired? ☐ Consider the characteristics at different demographics levels ☐ Are there different characteristics among different racial, ethnic, and socioeconomic groups? ☐ How would these characterizations impact their willingness and availability? ☐ **What would engage them with your study? Why would they want to participate?**	☐ Are there elements of the study design or inclusion/exclusion criteria that might be too limiting? Is it possible to revise some of the criteria? ☐ Are there specific aspects of the study (procedures, timing) that would make it difficult to participate? ☐ Does your site serve a large geographic area? Will there be a lot of travel time to study visits? ☐ How much flexibility do you have with scheduling study visits? ☐ Would availability of transportation be a barrier? ☐ **What is the burden of time and inconvenience? Is there anything you can do to make participation more convenient?** • Consider eConsent, remote visits ☐ How might they feel about medical research? ☐ Would they have other medical conditions that might affect their participation (in addition to being excluded)?
Study start-up	**Reaching your audience**
☐ Evaluate strategies from other studies ☐ Are there other clinical team members (social worker, physical therapists, etc.) who might have suggestions or could refer participants? ☐ **Basic tool kit of recruitment materials** • Brochures (mail, leave in clinics or community areas, etc.) • Flyers (for posting, could make into a poster or print ad, include with an outreach email) • Information statement ☐ Budget: Create line items for parking, and printing, targeted mailings; consider adding advertising and graphic design costs	☐ **http://participateinresearch.org (a local site hosted by ITHS). Can act as the study's website or a "landing page"** ☐ Contacting participants who have been identified by the EMR or have upcoming clinic appointments ☐ Community outreach: advocacy organizations, senior centers, community centers, faith-based organizations, support groups, and health fairs ☐ Online advertisements/announcements: Craigslist, and listservs ☐ Study-specific website ☐ Local advertising: newspaper (consider community and neighborhood papers), public transportation ☐ Social media: Facebook, YouTube ☐ Word of mouth: let participants know that you're still recruiting
Implementation	**General guidance**
☐ Make a plan for rollout o Set a timeline for implementing each strategy and for reviewing metrics with the team ☐ Keep metrics: when each strategy was implemented, how many contacted you, where did they see the material?	☐ **Making participation as easy as possible will help with recruitment and retention.** ☐ **Provide compensation or gratuity, and pay for parking costs.** ☐ Plan to hit early and hit hard, and strategies are worth repeating. You will often reach people who didn't see your initial material

Recruitment toolkit

- Flyers – post; mail, email, use as poster or print ad
- Short informational statement “elevator pitch”
- Brochure – mail, leave in clinics or community areas

Recruitment toolkit

IRB approval of general content

Description of the general content that will be used in recruitment materials, including, but not limited to blog postings, social media, newsletters, and other venues to recruit subjects.

- Will use a large font with a title formatted as a question to catch peoples' attention.
- A section explaining the purpose and the benefits of the study.
- A section explaining what we're asking them to do. This should be explained as simple as possible.
- A short list of eligibility criteria so the people know characteristics we are looking for in research participants.
- We will include payment amounts.
- We will ensure we provide a section assuring them that participating in the research study will not affect their regular care.
- We will provide contact information for the research coordinator so they can reach out if they are interested in participating.

Tips for creating print material

- The goal is to pique someone's interest so they will want to learn more
- Use images that resonate with the target audience
- **Why would they want to participate in your study?**

Tips for creating print materials

Content

- Eye catching from a distance
- Tagline
- Only list general eligibility
- Concise text

Project [redacted]

Study Information

What is Project [redacted]

[redacted] study conducted through [redacted] at the University of Washington in Seattle, WA. This study aims to explore health-related behaviors, including alcohol use and sexual behaviors. We are interested in recruiting young people between the ages of 18 and 20 with the long-term goal of studying health behaviors during the transition to adulthood. This is a national study conducted online.

Who can participate?

All men and women between the ages of 18 and 20 who currently reside in the United States are invited to participate.

Do I get paid?

Invited participants who complete the survey will be paid with their choice of a $25 gift certificate, which will be emailed with two weeks of completion. Participants who complete each of the follow-up surveys (at 3-,6-,9-, and 12 month time points) will receive gift certificate payments of their choice of a select number of merchants, which will increased by $5 at each time point ($30, $35, $40 and $45). Each time a participant completes a survey within 2 weeks of being invited, they will also be entered into a drawing for an Apple

UW researchers are studying 18-20 year olds' choices about drinking and having sex

Not Your Average Survey

Get $200 to fill out 5 surveys

[redacted]

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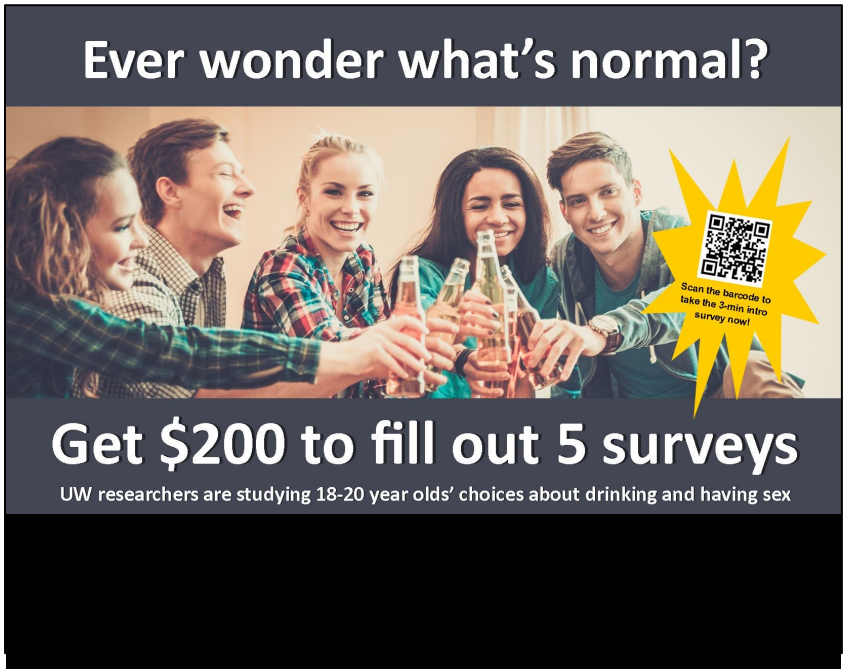
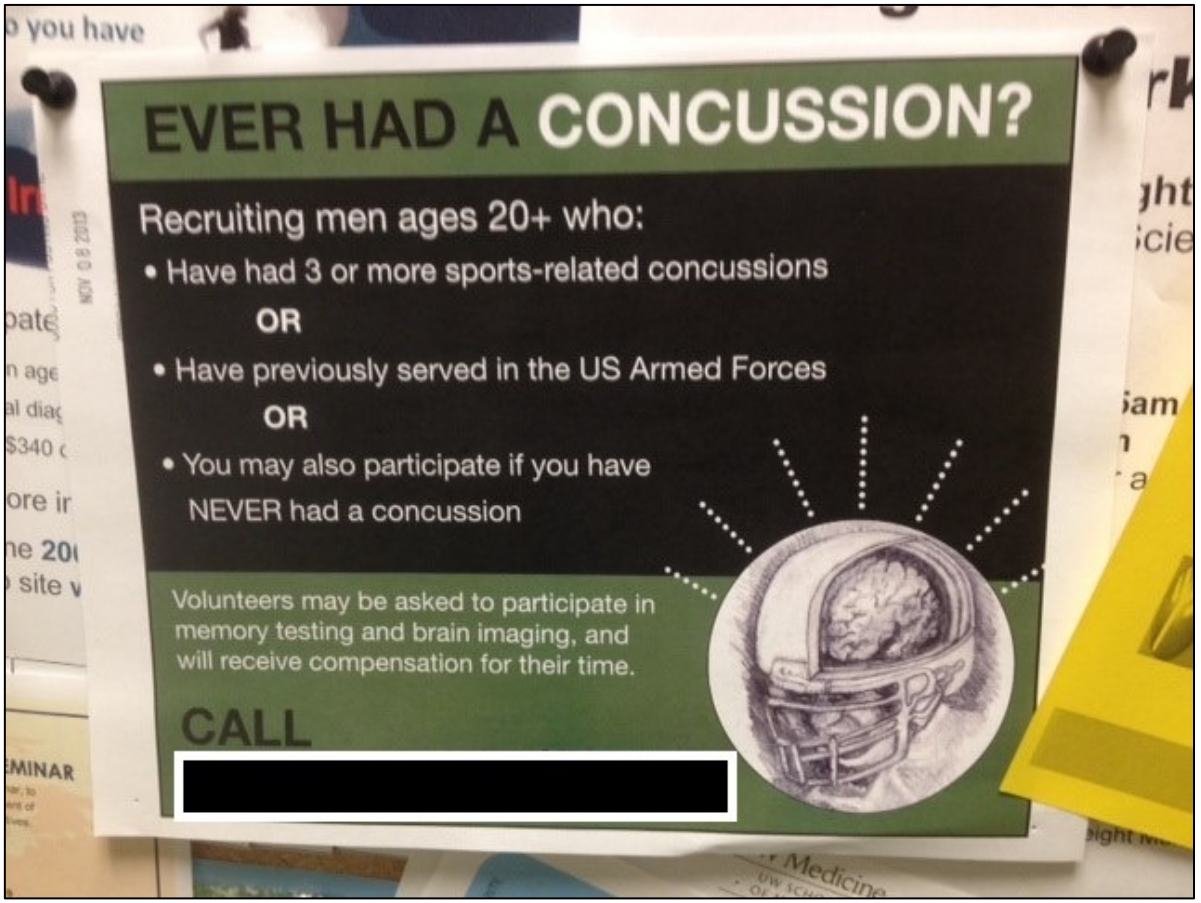
Appeal to different audiences





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Device study for women with overactive bladder

IRB Approved at the Study Level
Feb 28, 2024

Help us understand more about
Overactive Bladder

If you are dealing with Overactive Bladder (OAB) symptoms, you may be eligible to participate in a research study to evaluate a new, discreet, wearable medical device that just might help women suffering from OAB.

Qualified participants must:

You may be eligible if you have an OAB diagnosis including a strong, sudden urge to urinate or urinate frequently

Study participants will receive:

- Small investigational device for use during in-clinic evaluation and to wear at home
- $600 for completing all study visits

To learn more, call or text: 206.258.9014
or follow this QR code:

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Confidential – Do Not Distribute

Key points

- Use of the words “discreet” and “small”
- Clarifies OAB has to be diagnosed and provides a brief description
- QR code to go to ParticipateInResearch.org

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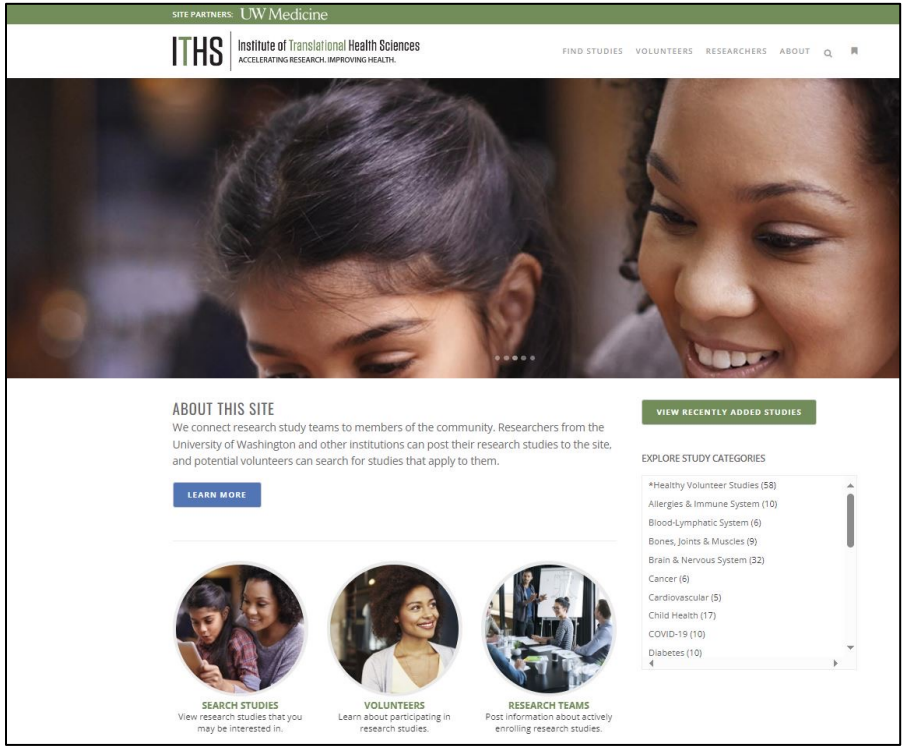
ParticipateInResearch.org

Advantages

- Free
- Acts as a web presence; a “landing page”
- Easy to update if the study changes
- Can contact the coordinator directly through the site



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ParticipateInResearch.org

Advantages

- Nationwide reach
- Can link to a pre-screening survey
  - ITHS has developed a training on how to set up a prescreening survey in REDCap

Social media

- Facebook ads
  - Good for age, gender, geography, interests, diet, exercise, mental health, chronic conditions
  - Not the best for specific ethnicities or low population sizes, recent or acute illness
- Need to have a way to connect to the study team

Social media

https://trialinnovationnetwork.org/tin-toolbox/

Underrepresented populations

Issues

- Recruiting exclusively within a community
- Recruiting across all communities
- Lack of diversity representation on study teams
- Lack of resources for creating content and outreach
- Mistrust of research
- Communities need to have input into messaging

Underrepresented populations

Diversity in Clinical Trials bill, 2SH_1745, WA State legislature 2023

Posted on the Human Subjects Division website – For the Record April 2, 2024

- Requires that investigators collaborate with community-based organizations
- Provide information to participants in languages other than English
- Provide translation services or bilingual staff for trial screening

Underrepresented populations

Accessibility and Messaging

- "Fluent in English"
- Recruitment materials in another language
  - Include a statement that interpreters are available or that research staff speak their language
  - QR code to a portal with: "If you'd like more information about this study, send us your name and phone number, a good time to call, and a study team member and interpreter will call you to tell you more."

Underrepresented populations

Rationale for approval of general content

- Approval of general content will allow you to use different images and language that is more suitable for specific communities, in order to increase enrollment of underrepresented communities
- As you get feedback from communities it will allow you to adapt the materials to be culturally appropriate, respectful, and sensitive to the communities
- Implementation of Washington State's 2023 Diversity in Clinical Trials bill

Underrepresented populations

Example: Transmasculine community

- Individuals about to start a masculinizing regimen of testosterone therapy
- Purpose is to see how testosterone effects the genital tissues and microbiome
- Two study visits – prior to starting testosterone and three months later
- Study procedures: vaginal swabs and biopsies
- Research Advisory Board

Flyers – transmasculine community

DOES T INCREASE YOUR RISK OF STIs??

SEEKING PEOPLE STARTING GENDER AFFIRMING TESTOSTERONE TO PARTICIPATE IN A RESEARCH STUDY ABOUT GENITAL CHANGES AND SEXUALLY TRANSMITTED INFECTIONS (STIs)

What is this study about?

We want to understand how gender-affirming testosterone therapy affects the genital immune system. This information will help us better counsel people taking testosterone therapy about their risk of sexually transmitted infections (STIs).

What will you ask me to do?

The study takes place over 3 months. During this time, we will ask you to come to the University of Washington for two study visits (prior to starting testosterone, and 3 months after starting). At study visits you will have a pelvic exam, genital swabs, biopsies, and fill out several questionnaires. During the 3-month study, you will also complete brief daily surveys..

Can I participate?

You can participate if you:

- Assigned female birth sex and seeking to initiate injectable testosterone
- Have not undergone gender-affirming surgery such as vaginectomy, hysterectomy, or oophorectomy
- Are generally healthy
- Have not used testosterone within the past 6 months.
- You meet other eligibility criteria (please contact study coordinator)

Will I be compensated?

Yes! You will be compensated up to $280 in Amazon gift cards for completing all parts of the study.

Does this affect my care?

No! Participation in this study is voluntary and will not affect your care in any way. You can withdraw from the study at any time, for any reason, without consequence.

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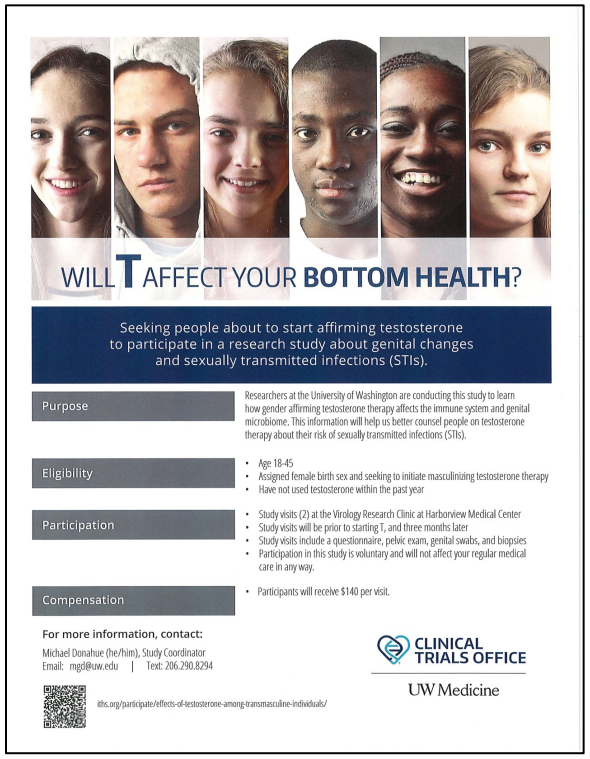

WILL T AFFECT YOUR BOTTOM HEALTH?

Seeking people about to start affirming testosterone to participate in a research study about genital changes and sexually transmitted infections (STIs).

Purpose

Researchers at the University of Washington are conducting this study to learn how gender affirming testosterone therapy affects the immune system and genital microbiome. This information will help us better counsel people on testosterone therapy about their risk of sexually transmitted infections (STIs).

Eligibility

- Age 18-45
- Assigned female birth sex and seeking to initiate masculinizing testosterone therapy
- Have not used testosterone within the past year

Participation

- Study visits (2) at the Virology Research Clinic at Harborview Medical Center
- Study visits will be prior to starting T, and three months later
- Study visits include a questionnaire, pelvic exam, genital swabs, and biopsies
- Participation in this study is voluntary and will not affect your regular medical care in any way.

Compensation

- Participants will receive $140 per visit.

For more information, contact:

Michael Donahue (he/him), Study Coordinator
Email: mgd@uw.edu | Text: 206.290.8294

iths.org/participate/effects-of-testosterone-among-transmasculine-individuals/

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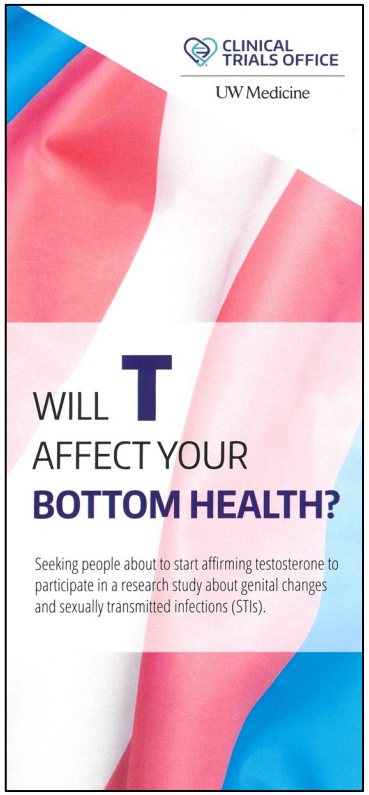
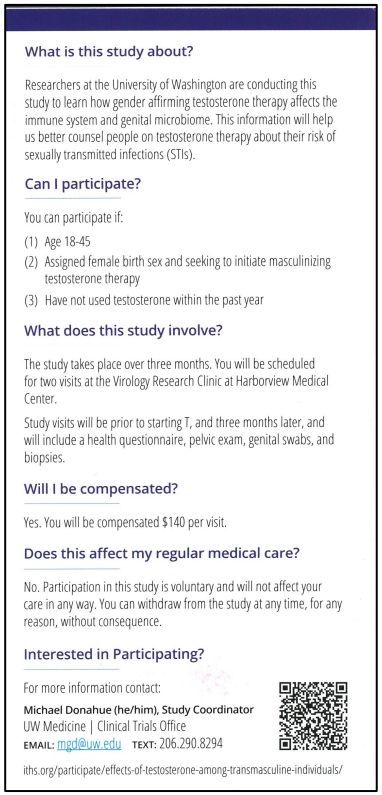
Brochure – transmasculine community





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Can I participate?

You can participate if:

(1) Age 18-45
(2) Assigned female birth sex and seeking to initiate masculinizing testosterone therapy
(3) Have not used testosterone within the past year

What does this study involve?

The study takes place over three months. You will be scheduled for two visits at the Virology Research Clinic at Harborview Medical Center.

Study visits will be prior to starting T, and three months later, and will include a health questionnaire, pelvic exam, genital swabs, and biopsies.

Will I be compensated?

Yes. You will be compensated $140 per visit.

Does this affect my regular medical care?

No. Participation in this study is voluntary and will not affect your care in any way. You can withdraw from the study at any time, for any reason, without consequence.

Interested in Participating?

For more information contact:

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iths.org/participate/effects-of-testosterone-among-transmasculine-individuals/

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Track Progress

- Source of contacts
- Reason for screen failure
- Team efforts
- Value of tracking
  - Quantifies what's working
  - Identifies barriers
  - Documents effort
  - Publishing opportunities

Take home message

- Characterize the population
- Use multiple strategies
- ParticipateInResearch.org
- Track progress
- **Recruitment is marketing!**

QUESTIONS?

Michael Donahue
mgd@uw.edu

Track Progress

Kids and MRI study

Sources of enrollment (n = 36)	Enrolled	% of enrollment
UW recruitment website	17	47%
Seattle Children's hospital outreach	10	28%
Local parent list serve	3	8%
Other/unknown	4	11%
Research Coordinator list serve	1	3%
Principal Investigator outreach	1	3%

THANK YOU!

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