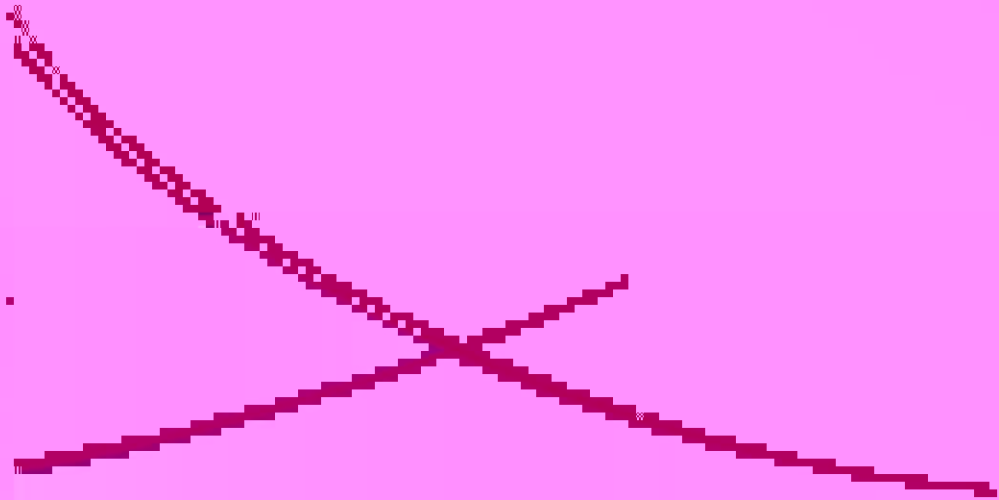




# GETSU

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# Today we will cover:

- Select themes and recruitment strategies from the literature
  - potential facilitators, pitfalls, and tactics to enhance community-based recruitment
- Online approaches for reaching older adults
  - Does Facebook make sense?
  - Notes on messaging
  - Case example
- CTSI tools for reaching older adults

# People 65 and older are an extremely heterogeneous group

“Older people make up an incredibly diverse demographic that varies in terms of physical and cognitive ability, economic power, and social connection.”

-HBR, 2021

“They range from marathon runners to those in nursing homes, and everywhere in between.”

-Deborah Collyar, president of Patient Advocates in Research

# Recruiting healthy participants for a flu study

Four factors seem to be critical for successful recruitment and retention of African American, Latino and Caucasian elders:

1. building trust between the research team and the community at large
2. convenience (or inconvenience) to the volunteer
3. timing of recruitment and data collection
4. incentives

Gonzalez, E. W., et al. (2007). "Recruitment and retention of older adults in influenza immunization study." J Cult Divers 14(2): 81-87.

# Recruitment facilitators for older adults with dementia

- Community partnerships and trust
- Incentives
- Use of multiple recruitment methods

Davis, R. and P. Bekker (2022). "Recruitment of Older Adults With Dementia for Research: An Integrative Review." *Res Gerontol Nurs* 15(5): 255-264.

# Strategies for recruiting elderly Blacks

- Overall, more women than men (73.8% vs 26.2%) participated in our recruitment activities
- However, a significantly higher proportion of men than women were engaged through family (3.86% vs 1.30%,  $p=0.0004$ ) and referral sources (5.89% vs 2.59%,  $p=0.0005$ ).
- Compared to other sources for recruitment, we encountered a higher proportion of volunteers at health fairs (42.95%) and through advertisements (14.97%) tailored to their

Graham, L. A., et al. (2018). "Best strategies to recruit and enroll elderly Blacks into clinical and biomedical research." *Clin Interv Aging* 13: 43-50.



# Pitfall: Relying on Clinician Referrals

“Participants recommended that direct contact with health professionals would be the most beneficial way to recruit.”

“Referrals were planned to be the main source of recruitment in the Lifestyle Matters feasibility study, but **due to a lack of engagement** from district nurses, community engagement was the main source of recruitment.”

Chatters, R., et al. (2018). "Recruitment of older adults to three preventative lifestyle improvement studies." *Trials* 19(1): 121.



# 1998: Mailed questionnaires followed by phone calls

A study on outpatient geriatric evaluation and management (GEM) suggested that recruitment success may be enhanced with:

- provision of medical and small financial incentives
- continuous monitoring of recruitment results
- attention to subjects' needs for convenience, time, transportation, and reassurance

Recruitment costs averaged \$286.92 per consenting person

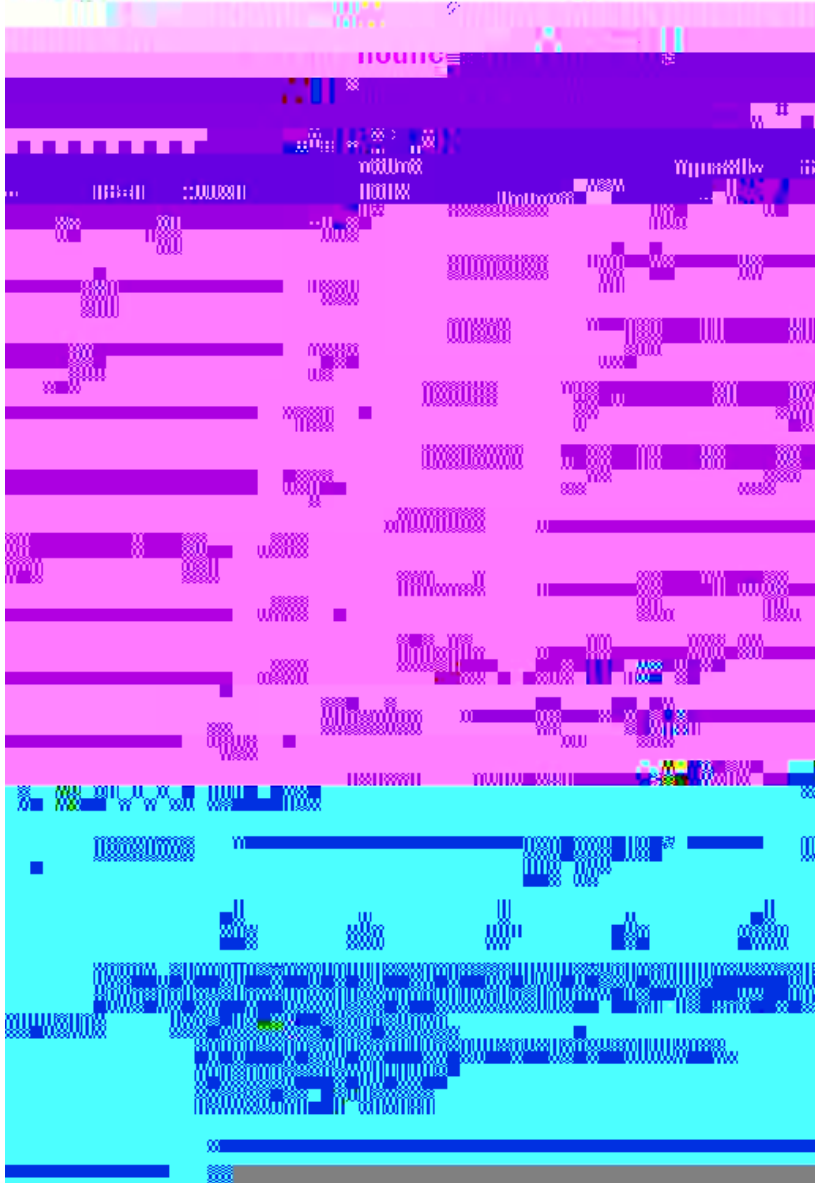
Boult, C., et al. (1998). "Soliciting defined populations to recruit samples of high-risk older adults." *J Gerontol A Biol Sci Med Sci* 53(5): M379-384.

# Reaching potential participants today

- Study webpage
- Search engine ads
- Streaming ads (podcasts, radio, YouTube videos)
- **Social ads** and forums (Facebook, Reddit)
- Email marketing (and/or direct mail)
  - CTSI Participant Registry, department registry, past volunteers, lists from community partners
- URMC Communications channels



The youngest U.S. adults are far more likely to use



58% of adults ages 65+ report using Facebook

# Proportionally, white women respond most often to Facebook Ads

“Although the proportion of men who completed the survey was lower than those who didn't, interventions to increase male responses and enhance representativeness were successful.”

Ali, S. H., et al. (2020). "Social media as a recruitment platform for a nationwide online survey of COVID-19 knowledge, beliefs, and practices in the United States: methodology and feasibility analysis." *BMC Med Res Methodol* 20(1): 116.

One of the most pressing concerns in the early days of the

# Information Processing Lab needed older research participants ages 55+

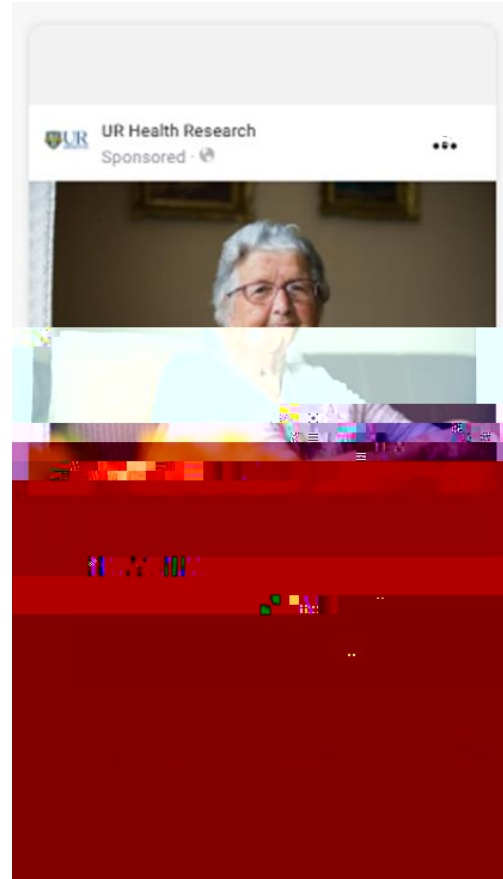
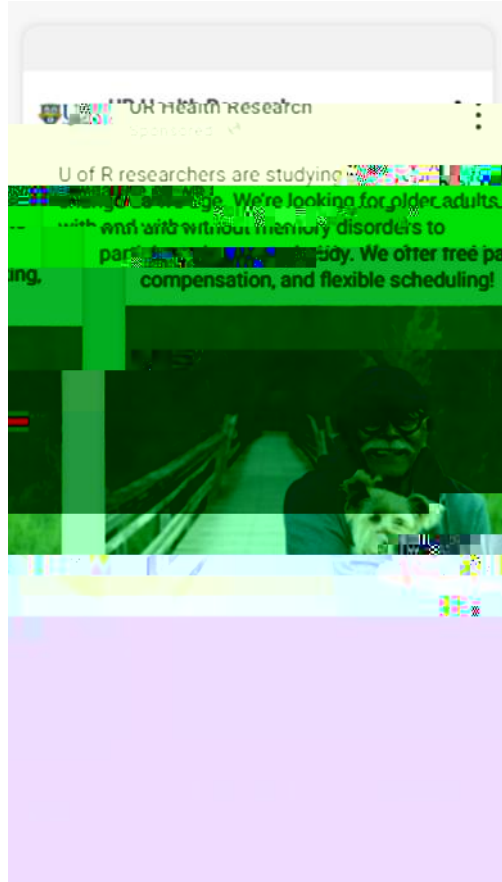


## Our current research

The Department of Brain and Cognitive Sciences and the Center for Visual Science at the University of Rochester is sponsoring our current research

...study on information processing. Our ERP (Event-Related Potential) research is focused on understanding the neural mechanisms underlying visual processing. We are currently looking for older research participants (ages 55+) to help us better understand how the brain processes visual information in this age group. If you are interested in participating, please contact us at [contact information].

# \$100 Trial of Facebook Ads Resulted in 80 participants



- Initially received more interest from women than men
- Created a targeted ad set for men only
- This balanced out the gender disparity (but also more expensive)



**In about a year: 300+ recruited, less than \$4 per enroll**

“...we've been able to recruit more than 300 participants this year thanks to our Facebook campaign. We couldn't

# Cost Per Enroll Varies Widely Among Research Studies

- Foot Pain from Diabetes (PDPN) - \$1,200 per enroll
- Parkinson's Disease - \$330 per enroll

# Tools You Can Use!

## CTSI Research Participant Registry

- 16,000+ participants total / 4,700 ages 60+
- CTSI can send out a study flyer to the full list
- Or you can request a list of participants to contact individually

## MyChart for Recruitment

- Use EMR data to identify potential subjects
- Send them notifications about your research opportunity (no clinician referral required)

## Presentation and In-person Event Opportunities

- Consult with the CTSI Recruitment Unit and/or Community Engagement team to brainstorm ideas and possible partnerships
- CTSI can connect you with URMCC Marketing, which can be a great resource for community events and connections (give a presentation at the Y)
- Contact the Research Help Desk ([researchhelp@urmc.rochester.edu](mailto:researchhelp@urmc.rochester.edu))