Recruitment and Retention Strategies

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Introduction- A Bit About UAB

- Urban Research University and Health Care Center
- Alabama's single largest employer;
 campus covers more than 80 city blocks
- >18,000 Students and 19,000 Faculty and Staff
- VA, County and State Children's Hospital adjacent to campus
- Large Catchment area-UAB Campus and surrounding community of Birmingham



UAB





1917 Clinic



Recruitment Strategies

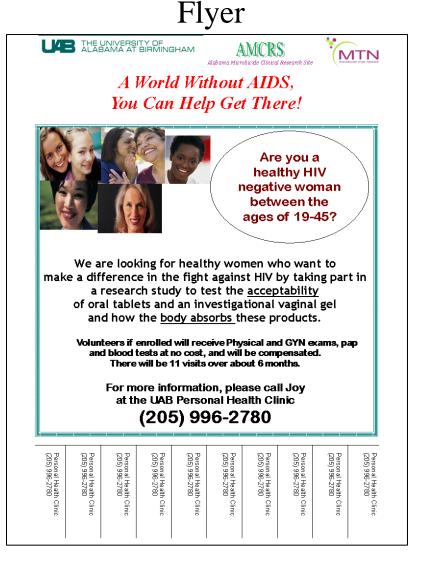
- Community Advisory Board involvement
- Previous agreeable study participants
- Advertisements in UAB Reporter and
 - other campus papers
- Study flyers on campus and throughout catchment area
- Radio (Public and Commercial)



Recruitment Materials

UAB Reporter Advertisement

"Healthy women age 19-45 who are HIV-negative and want to make a difference in the fight against HIV needed. Volunteers will receive physicals, GYN exams at no cost and will be compensated \$30-\$250 per visit depending on the procedures you agree to participant in. Joy at 996-2780."



Recruitment Strategies

- Invited lectures
- Health Fairs and related gatherings
- Val Pak
- D TV
- Craig's list

Response to Recruitment Advertisement

- Brief prescreening conversation, usually on the phone with the community educator.
- Brief overview of study: phone script and prescreening telephone form
- If caller is eligible and interested, C& E Visit scheduled

Counseling and Education Visit

- Visit to the clinic met by Community Educator
- Viewing of "In Women's Hands" and 20-30 minute session with the Research Nurse
- Explanation of study procedures in lay terms and brief review of screening IC and safeguards



Counseling and Education Visit

- If interested, screening Visit is scheduled; copy of the screening IC given.
- Availability for any related questions partner(s) may have
- Carefully assessing potential participants (e. g. Summer plans)



- Beverage and snack offered while study participant waiting to be seen
- Availability of entertainment for children
- Compensated for Time and Travel
- Free parking for study visits
- Accommodation of participant schedule for study visit



- Incentives at predetermed visit weeks
- Appointment reminders containing appointment time/date and map mailed out – 1 week prior to every scheduled visit
- Reminder calls made 2 days before each scheduled visit
- Check and update locator information at scheduled visit
- Hand written note from Study nurse sent at study visit end



Appointment cards

	A Date:	Time			
₽	R Date:	Your researchmune			
Þ	A CNII	Molly Venglarik CRNP	Shay Warren RN		
	Q 1931 9th Av				
Þ	T If you need to change your appointment,call Joy 🤅		w @ 205.996.2780		
	MonFri., 7 If you need to chang E Binergercy Piore N Paging at 205 934.	um ber: lights, weekends,and 34 11 and ask for Dr Craig Ho	tilolidaγs, call UAB esleγto be paged.		

VAGINAL	
Date:	
Date:	time
Date:	time
ORAL	
Date:	time
Date:	time
Date:	time

- For No Show Participants:
- Follow-up call day of missed appt.
- If unable to reach within a week, a certified NO SHOW LETTER is sent.
- All attempts to locate participant documented

Current Status

- 10 screened
- 6 enrolled
- 1 screen failure

Demographics:

- •Average age 28
- Equal racial distribution

Recruitment:

- •Previous Participants 4
- •Referrals 2
- •UAB Reporter 4

Advertisement in campus paper "UAB Reporter generates 2-3 calls a day

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