

# Recruitment and Retention Strategies

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# Introduction- A Bit About UAB

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- 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

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# 1917 Clinic



# Recruitment Strategies

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- 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 Strategies

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

# Response to Recruitment Advertisement

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- 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

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- 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

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- 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)

# Retention

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- 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

# Retention

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- Incentives at predetermined 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





# Retention

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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

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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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