

Recruitment and Retention of Underrepresented and Vulnerable Populations to Research

Public Health Nursing

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Purpose

Share strategies to successfully recruit and retain underrepresented and vulnerable populations

- Based on our collective expertise spanning multiple disciplines and populations

Recruiting Participants: Strategies that work



Partner with community entities

Meet in familiar settings



Approach participants where they are and at a time of readiness

Hire research staff from community of interest



Use participants' preferred mode of communication; speak their language

Offer flexible days and times for study activities



Offer parking and transportation vouchers for study visits

Tailor ads to population of interest (e.g., social media versus flyer)



Adapt consent delivery based on participant preference and learning style

Offer meaningful incentives (e.g., \$, test results, gift cards, diapers)



Staying Connected: Keep them coming back

- Set clear expectations and timelines
- Offer a run-in period to ensure fit
- Maintain frequent contact
- Provide incentives in real time
- Make incentives tiered (more at end)
- Offer bonus for a certain level of adherence
- Be flexible!



Example underrepresented populations...

People...
of color
age 17 or younger
age 65 or older
with a physical or cognitive disability
with less than a high school degree or equivalent
who reside in rural or non-metropolitan areas

Example priority populations in CHPDP...

Veterans with PTSD
African American women with obesity
Hispanic youth and adults with prediabetes
Sexual assault victims
People of lower income due for cancer screening
People undergoing cancer treatment
Mexican American mothers and infants



“ Focused efforts to **recruit** and **retain** populations historically underrepresented in research are of **paramount importance** to **enhance** generalizability of findings as well as to **promote** health equity. ”

