

Module 3: Recruitment and Retention

After completing this module, you will understand a few best practices for recruiting participants and keeping them enrolled and engaged in your study.

Recruitment and Retention Processes

Recruitment and retention should be about nurturing relationships with repeat interactions over the course of study. If you have a good relationship with the participant and they feel valued and trusted, they are more likely to continue to participate in your study.

What do you believe you do well in order to recruit and retain participants?

What new strategies could you employ to recruit and retain participants?

What strategies or resources does your IRB or institution offer to help with recruiting and retaining participants?

Recruitment and Retention Strategies

There are many strategies when it comes to recruiting participants. These should be consistent with the population you are targeting. Don't be afraid to use multiple strategies for the same study – you'll increase your chances of success!

What are some examples of successful recruitment strategies you have seen in action?

Which of these strategies could you apply to your current study?

Print

- Letters
- Flyers
- Brochures
- Newspaper ads

Online

- Social Media
- Registries
- Websites
- Search engine ads

In Person

- Advocacy groups
- Community events
- Giveaways
- Clinics

Are there any new ideas for recruitment that you could apply to your own study?

What are some examples of successful retention strategies you have seen in action?

- Build Trust
- Check-In
- Be Social

Are there any new ideas for retention that you could apply to your own study?

Recruitment and Retention Considerations

There are multiple considerations to keep in mind when recruiting and retaining participants. It will be important to weave these considerations into your recruiting processes from the start.

Pick one of the Recruitment and Retention Considerations highlighted in this module and outline its importance when it comes to finding and keeping the right participants for your own study.

- Ethical considerations
- Cultural/ethnic/racial considerations
- Characteristics of the recruitment setting
- IRB approval
- Plan if a participant drops out
- How did you hear about us?

Other Notes

Resources

CDC Health Literacy Plain Language

<http://www.cdc.gov/healthliteracy/developmaterials/plainlanguage.html>

Center for Information and Study on Clinical Research Participation

<https://www.ciscrp.org/our-programs/research-services/>

NIH Health Literacy

https://obssr-archive.od.nih.gov/scientific_areas/social_culture_factors_in_health/health_literacy/index.aspx#add

NIMH Points to Consider about Recruitment and Retention While Preparing a Clinical Research Study

http://www.nimh.nih.gov/funding/grant-writing-and-application-process/recruitment-points-to-consider-6-1-05_34848.pdf

PlainLanguage.gov Health Literacy

http://www.plainlanguage.gov/populartopics/health_literacy/index.cfm