

- Title
 - The use of community ambassadors in the recruitment and retention of marginalized populations

- Names and Affiliations
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- Description of research (up to 250 words)
 - Introduction: This formative study explores the use of lay community members trained to assist with recruitment of and data collection with two often marginalized populations: nonresident fathers and pregnant teens. Previous formative research conducted by the authors found that hiring study staff familiar with or from the target population is necessary for successful NCS recruitment and retention.

 - Methods: Using a participatory action research (PAR) approach: interview, select and train lay community members using an investigator designed training curriculum. Conduct observational, naturalistic interview, and document analysis on the effectiveness of the approach.

 - Results: A total of * males and * females completed a total of 15 training hours. Each responded to a total of 30 journal questions which indicate progressive comfort with and understanding of roles and responsibilities. Through observation of role play, trainees demonstrate necessary recruitment skills and focus group leadership abilities. Naturalistic interview confirmed upholding of learned content.

 - Conclusions: Based on the preliminary results, authors conclude that the PAR approach and the training curriculum prove successful in preparing trainees as study ambassadors. Further research is on-going to test the efficacy of the PAR approach training curriculum and validate existing research such as that conducted by the Center for Children's Environmental Health and Disease Prevention. Through purposeful planning and intentional trainee selection the PAR approach demonstrates that community members may be best prepared to serve as "cultural brokers" in validating and assisting with the NCS recruitment and data collection.

- Tables, Graphs, Figures.
 - Table 1 – PAR approach training curriculum topics

* Rounds to zero. SOURCE: NCS Alternate Recruitment Substudy, Vanguard Study, November 2010-April 2011. NOTE: NCS Rounding Rules applied

Table 1 – PAR approach training curriculum topics

Session 1 - 6 hours

Welcome and Review of Training Outcomes
Summary of the Role of the Ambassadors
What is Epidemiological Health Research?
The National Children’s Study - Introduction
The NCS in New Castle County – future and current activities
Overview of Formative Study Research Procedures
Proposed Research Methodological Design
Participation in Mock Focus Group
Human Subjects Training Preparatory Activity

Session 2 - 1 hour

Research Ethics - Human Subjects

Session 3 - 2 hours

Why focus on Children’s Health?
Small Group: Talk with a [teen/father] expert
Large Group discussion

Session 4 - 2 hours

Details - Role of Study Ambassadors in recruitment
Recruitment script development
What If scenario problem solving
Identify community contacts and locations

Session 5 - 2 hours

Distribute business cards and IDs
Finalize recruitment script
Large group discussion: speaking with community leaders
Review and finalize flyers
Practice using focus group moderator guide

Session 6 - 2 hours

Welcome to mock focus group volunteers
SA's conduct mock focus groups
Small group discussion and feedback

All sessions opened with review of the session objectives and ended with a journal writing time followed by a short review and wrap up

Total 15 hours