

**SUCCESS OF PROVIDER-BASED RECRUITMENT  
FOR THE NATIONAL CHILDREN'S STUDY IN WAYNE COUNTY, MICHIGAN**

Paneth N, Ziegler K, Norman G, Kruger-Ndiaye S, Alcser K, Kerver J, and the  
MANCS Executive Committee

**ABSTRACT**

Provider-based recruitment in the setting of household sampling represents a major challenge in large, populous counties such as Wayne County, Michigan (2010 population: 1,820,504; 2010 live births: 20,656). The principal difficulty in our county is that women live in segments spread out over 614 square miles and may obtain their prenatal care at any provider office and may deliver at any hospital in or outside the county.

Despite these difficulties, the Michigan Alliance for the National Children's Study (MANCS) has been able to recruit successfully in Wayne County by steadily incrementing the N of clinics we work with, so that with 57 clinics now engaged (of an estimated 150) we estimate that we cover about 2/3 of all segment births in Wayne County.

Our recruitment procedures depend upon excellent study-provider relationships, and of having two teams, one specializing in research in obstetrical settings, the other in household interviewing. Recruitment is a three-step procedure. After address-matching women on prenatal provider appointment lists to determine eligibility, the provider staff obtains permission for our obstetric core staff to provide a face-to-face description of the study while the woman is in the clinic. In the second step, the obstetric core staff obtains contact information, which they then forward to the interviewing staff who, in the third step, arrange a home visit and administer the pregnancy screener, consent and interview.

We find that about 1% of screened addresses yield women who are eligible for the study. Thus far, only 16% of women refuse to allow MANCS staff to meet them, just 1% refuses to be screened, and among screened women, there have been no refusals to consent so far. This estimated 83% recruitment rate occurs in a study sample that is 62% African-American, and among whom only 30% have post-high school education.