

Testing Mail versus Telephone Recruitment in the Hi-Lo Alternative Recruitment Strategy in Cache County, UT.

Vonda Jump, Benjamin Goodson, Jacque Alderete, Sandra Edwards, Mark Innocenti, Janice Gilliland, Sean D. Firth, Joseph B. Stanford, Edward B. Clark

Introduction: As part of ongoing recruitment efforts in Cache County, Utah, procedures have included both incoming telephone calls as well as mailed self-administered questionnaires (SAQ) to determine the eligibility status of potential participants. The initial mailing of the SAQ included two letters with the SAQ and two postcards over 4 weeks and had a good response, but the number of responses declined soon after the final mail-out effort was completed. To better understand our recruitment strategy and to test ways to increase response rates, we conducted a sub-study comparing response rates for recruitment via telephone or another mailed recruitment package in a randomly selected sample of non-responding households.

Methods: Approximately 200 households were randomly selected for follow-up, half received another mailed SAQ and half were contacted by telephone through the Call Center within a few months of the initial mailing.

Results: Four percent of households who had been contacted by mail completed the pregnancy screener compared with 36% of households contacted by telephone. No eligible women returned the mailed SAQ, and only 2.7% of women who were screened by telephone met eligibility requirements. One percent of the telephone screening calls resulted in a consent into the Study.

Discussion: Our results indicate that neither strategy was successful in locating and enrolling additional eligible women into the study a few months after the initial mailing. Recruiting additional women successfully into the study will take other strategies of engagement with the community.

Table:

Response	Mailed out questionnaire	Telephone calls
Completed screener	4%	36%
Eligible to participate (pregnant or trying to become pregnant)	0%	2.7%
Consented into study	0%	1%