



Successful Recruitment of Latina Participants

Arkansas Study Center; University of Arkansas for Medical Sciences; Arkansas Children's Hospital Research Institute

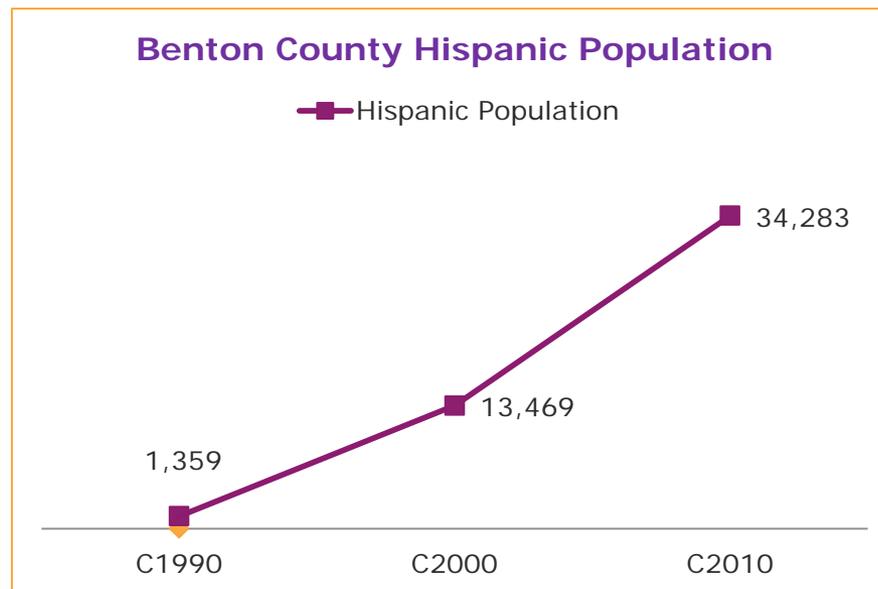
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Benton County Hispanic Population



- According to the 2010 census, **15%** of Benton County population is Hispanic
- Significant increase in this population since 1990



Challenges



- This population is primarily composed of first generation immigrants
- Many do not have health insurance or seek OB services from a traditional provider
- Cultural barriers
- Many do not speak English
- Need to establish a long-term trust relationship
- Population is also very mobile
- 3 month delay in IRB approval



Reaching out



- 50% of the recruitment and data collection team are bilingual
- 20% of the recruitment and data collection team are Latina and native Spanish speakers
- Bilingual community leaders have been recruited to serve on Community Action Boards
- Identified avenues that Hispanic families use to receive information:
 - Spanish newspaper, radio and television



Reaching out



- Saturated segments with a high Hispanic population with general information about the Study in Spanish:
 - Direct mail
 - Letters sent home with students in both English and Spanish
 - Community presentations to parent groups with translators
 - Working with the Hispanic Women's Organization
 - Representation at Hispanic events in the county such as Cinco De Mayo, Super Summer Celebration, and the International Festival
 - Univision Television (State's Spanish TV)



Hispanic participant enrollment in NCS



- **23.4%** of all participants are Latina
- **56%** of the Latina participants do not speak English and only speak Spanish
- This overall percentage recruited is greater than the actual percent of this population in the county (15% verses 23.4%) and should allow us to maintain a representative sample even with attrition.



Questions/Feedback

