

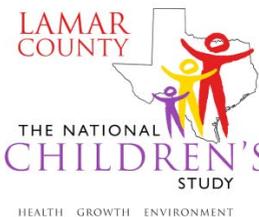
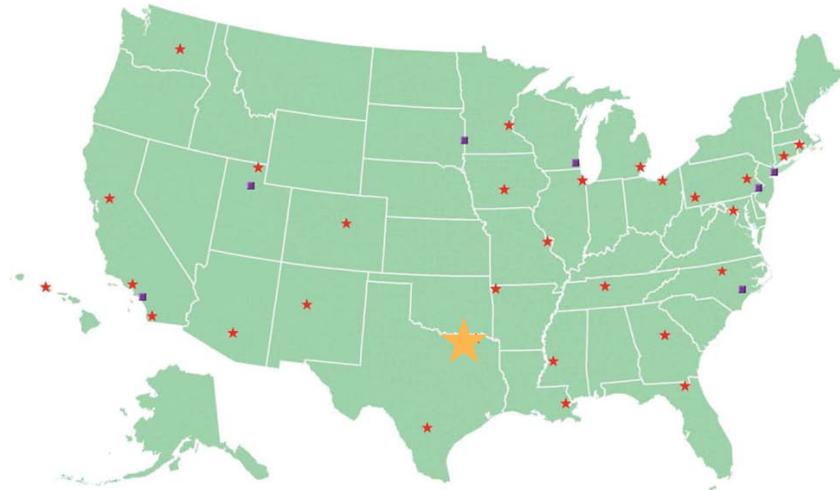
# Feasibility of Provider Based Recruitment in Rural Northeast Texas

NCS Research Day at NIH

**Debra Cherry, MD, MS**  
**NCS Lamar County Location PI**  
**Associate Professor, Occupational Medicine**  
**University of Texas Southwestern Study Center**

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# Introduction



# Lamar County Demographics



County Population = 49,830 persons (84,000 cattle)

Race/Ethnicity: 80% Anglo; 15% African American; 4% Latino; 2% Other

Per Capita Personal Income: \$27,500 (TX avg = \$37,083)

Medicaid Births as % of Total Births: 73% (TX 56%)

Low Birth Weight: 11% (TX 8%)

Current Smokers: 27 % (TX 20%)

Predominant religion: Baptist, 5:1; > 100 churches

Education of mothers  $\geq 18$  at time of birth:  
24% < HS; 36% completed HS; 40% > HS

Source: DSHS, 2007

# Recruitment Challenges Stemming from Demographics



## Dispersion of Medicaid Births

- Limited Medicaid capacity in Lamar (~50%)
- Many Medicaid patients drive >50 miles for care

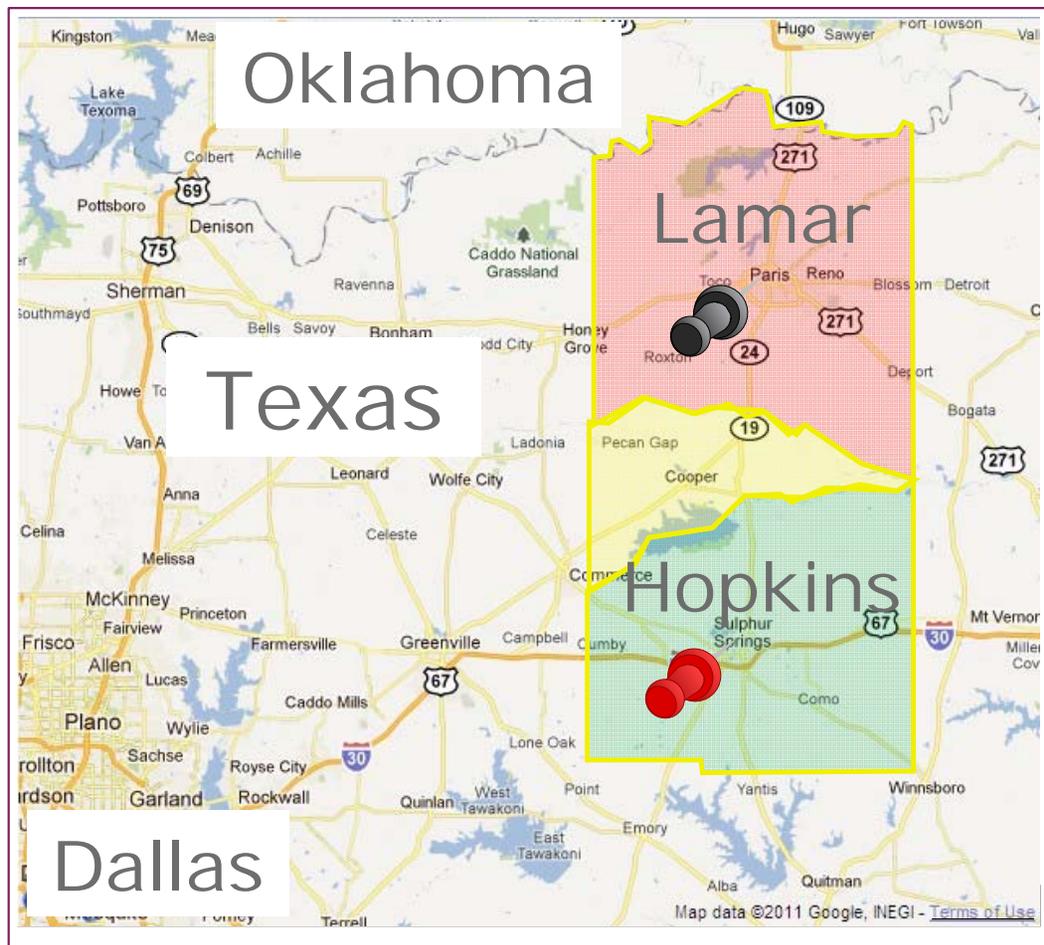
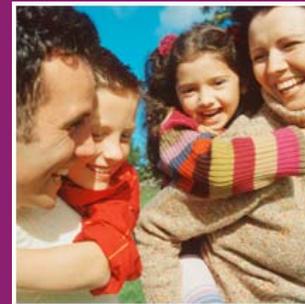
## Poverty of Population

- Facing bigger issues than research participation
- Research completely unfamiliar to most

## Special Populations

- African Americans
- German speaking Mennonites from Mexico
- Latino – underrepresented...difficult to find local interpreter with adequate education

# Lamar and Hopkins Counties



# Recruitment Strategies: Key Elements



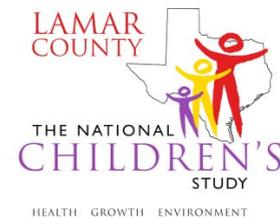
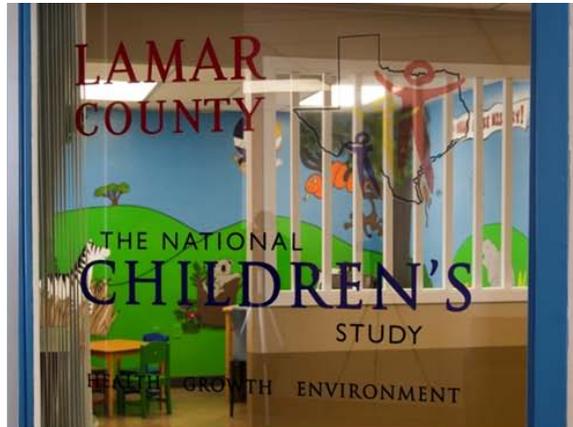
## Lamar

- Convenient office location near obstetric providers
- Prescreening weekly appointment lists
- Advance letters to eligible participants
- Attempted contact with eligible patients at their ob/gyn appointment

## Hopkins

- Reply cards
- Study team makes weekly visits to providers

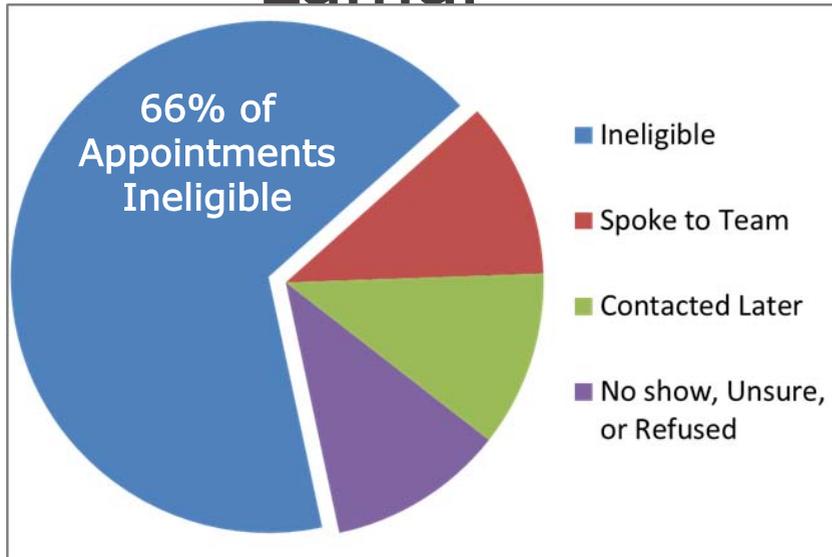
# Lamar Information Office



# Results: Reception

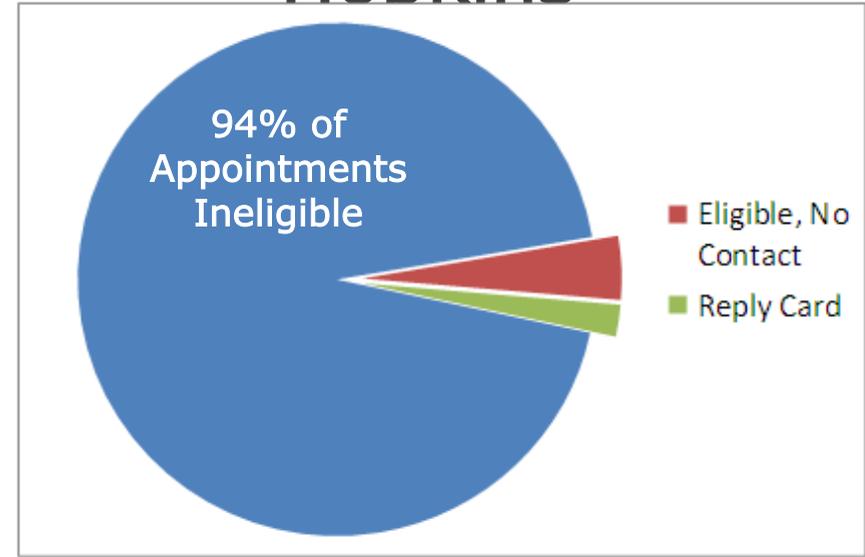


## Lamar



Appointment screening results, sample week in April 2011  
> *90% of current sample*

## Hopkins



Recruitment by reply cards only  
April – July 2011  
> *4% of current sample*



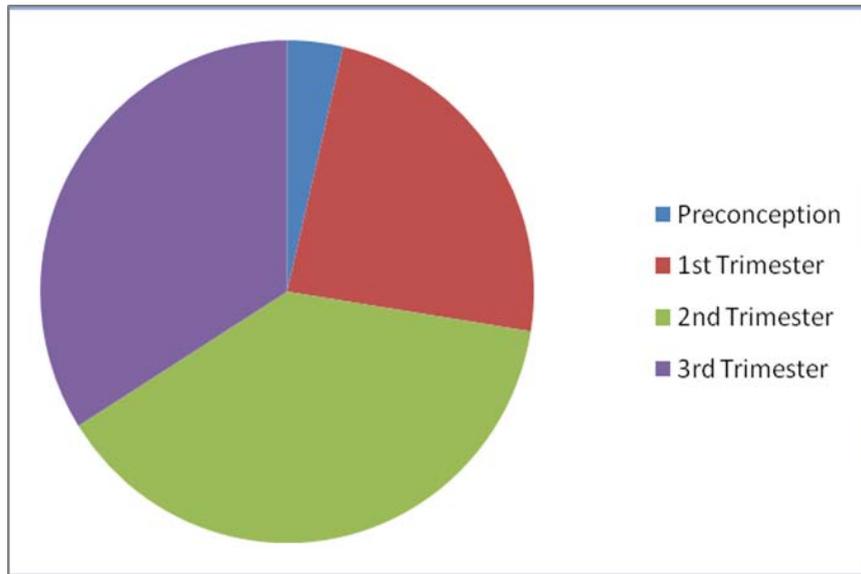
# Results: Sample Characteristics

6 months of recruitment: Feb – July 2011  
100 women\* and 50 babies\* enrolled

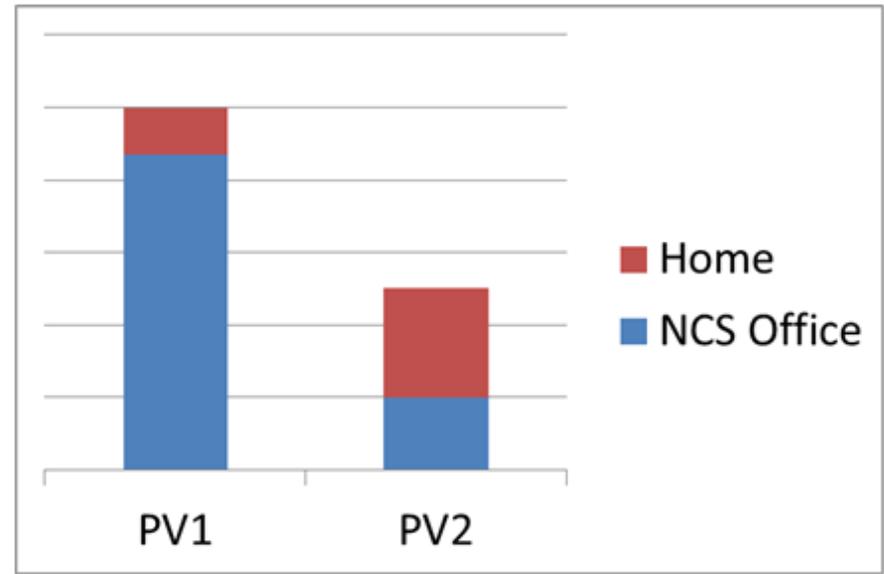
- Geographically diverse
- All expected racial/ethnic groups enrolled
- Captured 25% of eligible births, delivered or anticipated 3/1/11 – 2/29/12
- Higher education level than population
  - 50% > H.S. in sample vs. 38% > H.S. in Lamar women giving birth

\* Rounds to 100 participants and 50 babies. SOURCE: NCS Alternate Recruitment Substudy, Vanguard Study, Lamar County, February 1 2011-July 30 2011. NOTE: NCS Rounding Rules applied.

# Results: 2<sup>nd</sup> Trimester Enrollment, 1 Pregnancy Home Visit



Most enrollment occurs in the second trimester (may be earlier with household recruitment)



Most data collection occurs in the office, not in the home; fewer second pregnancy visits (PV2)

# Conclusion / Discussion



- Provider based recruitment is a feasible approach in Lamar, particularly for women who not only reside but also receive obstetric care within Lamar County
- Preferences from Location PI:
  - Increase the eligible pool from 360 births/year in segments to 650 births/year in Lamar County, making all births to mothers residing in the county eligible
  - Need more time to fully engage Lamar County WIC and Paris Pregnancy Center to help recruit lower SES group
  - Need more time to develop local advertising strategies to inform the population about the study and research in general
  - Pipe dream: Make residents from Hopkins and Lamar counties eligible, increasing the eligible pool to 1127 births/year and allowing us to fully engage both counties with birth hospitals