

Title: Effectiveness of Community Outreach and Engagement at the CT Study Center

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ABSTRACT

Purpose: To assess the effectiveness of various community outreach and engagement efforts at the Connecticut Study Center, in terms of broadening general knowledge about the National Children's Study, as well as recruiting eligible study participants.

Methods: A myriad of both active and passive community engagement activities were employed in different towns in New Haven County to inform residents about the National Children's Study.

Results: Definitively, community outreach and engagement activities have been a source of inquiry about NCS for 41% of address eligible women for the Connecticut Study Center.

Conclusion: Both passive and active forms of community outreach and engagement have served as effective recruitment tools in addition to the Connecticut Study Center's primary recruitment method of provider based recruitment.