

## UCLA Abstracts for NCS Research Day

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### I. **Orchestrated Testing of Change Strategies: Variations on incentives to Improve Recruitment into the National Children's Study**

**Introduction:** There is extensive literature in survey research to support the use of incentives to improve recruitment rates for research studies. However, there have been few examples to date to show how various incentive strategies would affect participation in the National Children's Study (NCS). Unlike the other recruitment strategies, the Hi/Lo Dynamic Model of recruitment relies solely on community outreach and direct-to-consumer marketing techniques to raise awareness about the NCS and encourage potential participants to self-refer via telephone. Motivating women to initiate these calls is challenging.

**Methods:** To improve rates of recruitment and to capitalize on the collaborative efforts of the Hi/Lo CoIN, several SCs developed a Plan Do Study Act (PDSA) strategy to conduct orchestrated testing of multiple modes, amounts, and timing of monetary incentives delivered by mail.

**Results:** Variations tested include: 1) advance incentives in the amounts of \$2 and \$5 using regular envelope delivery compared to priority mail envelopes, and priority mail boxes, and 2) post-incentive strategies including \$5 and \$10 cash as well as \$10 in lottery tickets for completion of a pregnancy screener. Study Centers will evaluate the relative impact of each strategy on enrollment as well as the cost-effectiveness of each strategy in terms of cost per enrollee.

**Discussion:** The Hi/Lo CoIN has facilitated a collaborative approach to understand what motivates participants to take part in the NCS. Orchestrated testing of incentives across multiple SCs demonstrates how the CoIN accelerates the learning and improvement processes by providing a forum to share ideas and disseminate innovations.