

NCS Recruitment and Retention:

Identifying What Resources We Already Have and What We Still Need

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Introduction. NCS Study Centers have made a considerable effort to develop materials that effectively recruit and retain women and their families, particularly those who are difficult to reach. However, these efforts have largely been made in isolation of one another without a thorough understanding of what materials already existed and how they may have been vetted with the intended audiences. In this presentation, we describe a process used to catalogue and review recruitment and retention materials from the 34 Study Centers.

Methods. 34 of 37 Study Centers (7 original VC, 14 10-10-10 from the portal, 13 solicited 10-10-10) submitted 557 pieces of materials. Materials were catalogued by SC and format (*Tables 1 and 2*) and evaluated based on: Target Population (this was determined separately by visual and written content), Visual Appearance (were the pictures and colors appealing), Reading level (was it easy to read), Organization (was the content clearly organized), and Key Message (was the key message clearly stated).

Results. Recruitment and retention materials represent a three-tiered approach. Tier 1 targets a general audience with general information about the study. Tier 2 targets eligible women and provides more detailed information about their role in the study and the study timeline. Tier 3 is designed to motivate an eligible woman from being generally interested to a commitment to the study.

Conclusions. Most of the existing materials represents tiers 1 and 2. Materials designed for individuals who influence a woman's decision to participate (e.g., parent, spouse, partner, other family) and those related to non-English speaking women and families have increased in number but remain limited.

1 West Virginia University – Alleghenies Consortium SC, 2 University of Delaware – CHOP SC, 3 University of Louisville SC, 4 Baylor College of Medicine, 5 University of Massachusetts, 6 University of Illinois, Chicago – Greater Chicago SC, 7 University of Rochester – Queens SC, 8 University of Hawaii at Manoa SC

Table 1. Summary of Catalogued NCS Recruitment & Retention Materials

Total Number of Materials Cataloged and Reviewed	557
Vanguard Materials Cataloged	194
10-10-10 Material found on Portal	210
10-10-10 Material solicited	153

Table 2. Breakdown of Materials by Format Type

Poster / Flyer	115	Forms	8
Brochure	66	Fact Sheets	8
Ad (print media)	49	Church Bulletin	8
Postcard	38	Scripts / Presentation Guide	8
Give-a-ways	28	Labels	7
Banner	26	Roles (CAB)	7
Letter	25	Door Hanger	5
Broadcast Media (Radio / TV)	23	Tabletop Display	4
Billboard	20	Bookmark	4
Press Release	18	Memorandum, Report, Paper	4
Newsletter	15	Yard Sign	3
Cards (Birthday, congratulations, etc.)	14	Rack card	3
Picture of Event or Display	14	Resource Booklet	3
Digital Slides	11	Tent Card	2
Logo	10	Letterhead	2
Business Card	8	Elevator Door Graphic	1

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