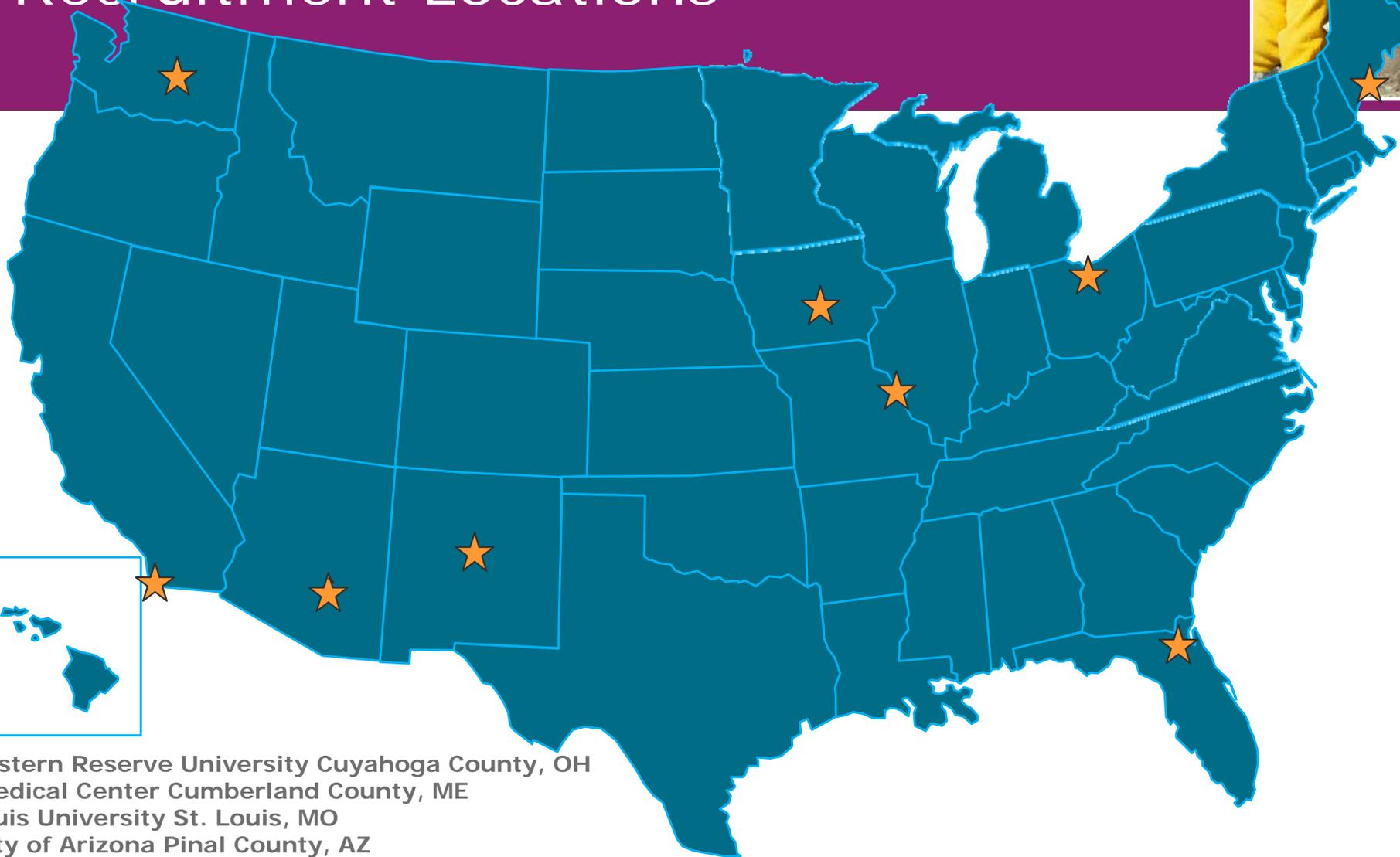




Alternative Recruitment Study: Enhanced Household Based Recruitment

Louise Flick, DrPH
NIH NCS Research Day
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Enhanced Household Based Recruitment Locations



- Case Western Reserve University Cuyahoga County, OH
- Maine Medical Center Cumberland County, ME
- Saint Louis University St. Louis, MO
- University of Arizona Pinal County, AZ
- University of California, Irvine San Diego County, CA
- University of Hawai'i Honolulu County, HI
- University of Iowa Polk County, IA
- University of Miami Baker County, FL
- University of New Mexico Valencia County NM
- University of Washington Grant County, WA

Hawaii



NCS Geographic Sampling



- 105 randomly selected Locations (PSUs)
- Each Location
 - Divided into 1-17 strata (equal births)
 - Strata divided in 12-18 segments
 - 1 randomly selected segment per strata (SSUs)



EHBR: Household Based Recruitment Process



- List all households in each segment
- Enumerate every household
 - Who lives in household?
 - Identify age eligible women
- Screen for pregnancy or high probability of pregnancy
- Recruit and consent eligible women



What Makes it Enhanced?



- Seven original Vanguard Centers
 - Began recruiting household based recruitment in 2009
 - In process, identified issues and tried new solutions
 - Began enhancements at various points, trial and error
- Enhanced Household Recruitment
 - Build on best practices of 7 VCs
 - Multi-pronged approach
 - Tailored for Location
 - Begin at outset



Enhanced Household Based Recruitment Group



- Centers

- Case Western Reserve University School of Medicine
- Maine Medical Center
- Saint Louis University School of Public Health
- University of Arizona
- University of California, San Diego/San Diego State University
- University of Hawai'i at Manoa John A. Burns School of Medicine
- University of Iowa
- University of Florida/University of Miami Baker County
- University of New Mexico
- University of Washington



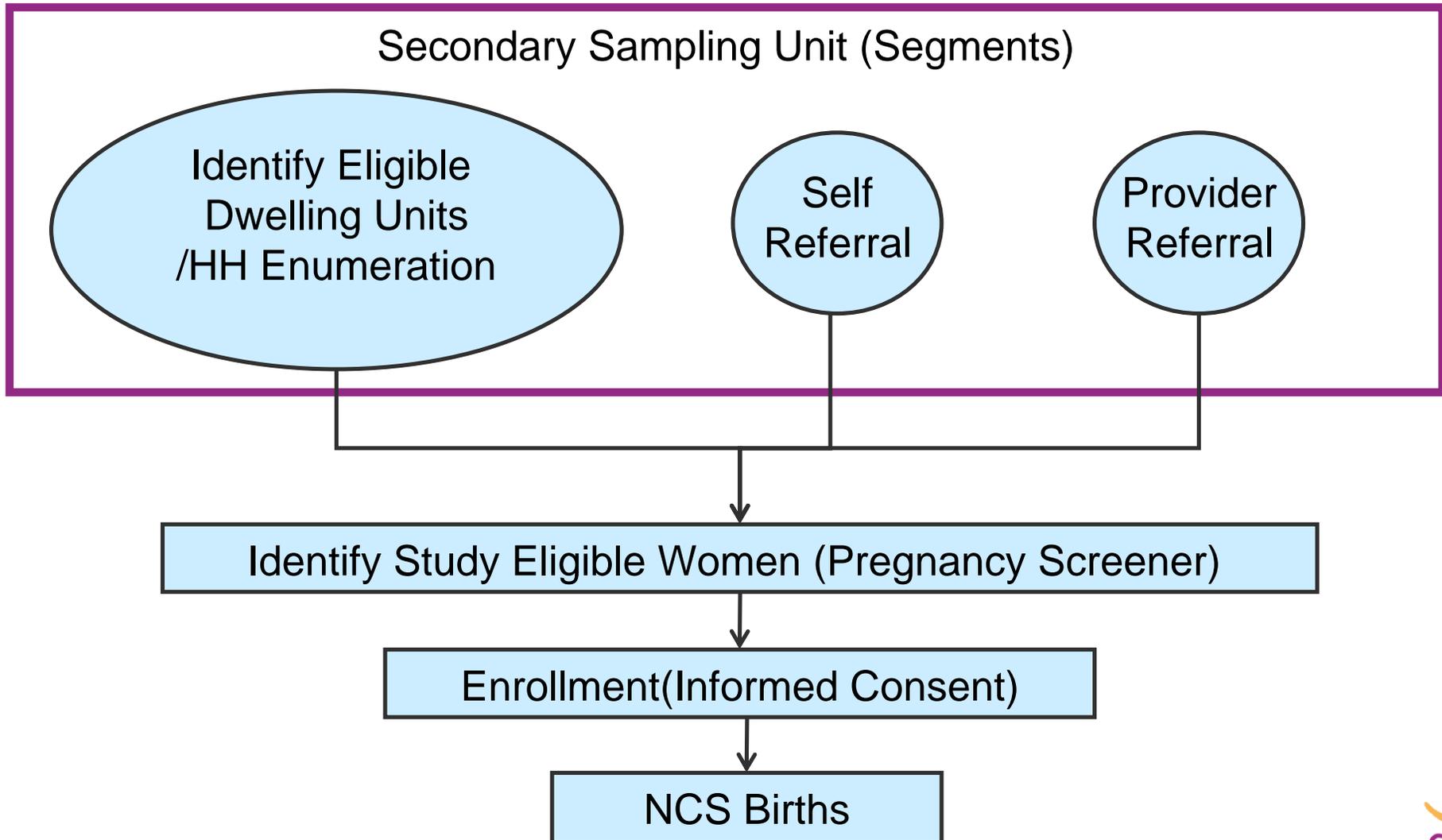
Enhanced Household Recruitment



- Strategy of initial seven Vanguard Centers
 - Door to door enumeration of all households in sampled neighborhoods
 - Pregnancy screening and consent performed in the home
- Enhancements (applied earlier in process)
 - best practices of original Vanguard Centers
 - multi-sector, targeted community outreach
 - coordinated national and local media
 - unique local elements
- Supplemental recruitment
 - Provider recruitment
 - Self-referral



EHBR Recruitment



Enhancements



- Media campaigns across radio & television
- Media campaigns speaking to specific groups (e.g., Spanish radio, newspaper targeting African Americans)
- Social Media (YouTube)
- Posters on buses & in bus shelters
- Monetary incentive to local school districts or participants for enumerations completed (\$5/household)



Enhancements Cinema spots



**Every generation learns
from its children.**

What will future generations learn from your child?



nationalchildrensstudy.gov

925-8888



Enhancements Direct mail



Learn more about the study.

Valencia County was chosen to be part of the National Children's Study to study many issues affecting children's health. If you're pregnant, or could become pregnant, you have a rare opportunity to help improve the health of your children's children. All of your information will be kept confidential.

In a few weeks, community representatives will be knocking on doors in your neighborhood. For every house that opens its door, we'll donate \$5 to your school district. Please consider this important opportunity. It's your chance to join us.

Aprende más acerca de este estudio.

El condado de Valencia fue seleccionado para ser parte del Estudio Nacional de Niños para estudiar diversos asuntos que afectan la salud de los niños. Si estas embarazada, o planeas embarazarte, entonces tienes la oportunidad inusual para ayudar a mejorar la salud de los hijos de tus hijos. Toda tu información será guardada confidencialmente.

En unas semanas, representantes de la comunidad estarán tocando en las puertas del área donde vives. Por cada casa que abra la puerta, donaremos \$5 a la escuela de tu distrito. Por favor considera esta oportunidad importante. Es una ventaja poder unirse a este estudio.

nationalchildrensstudy.gov

505-925-8888



Enhancements



- Community engagement activities
 - Activities within specific segments
 - Give away items
 - Food
 - Community Advisory Boards-representing location and segments
 - Parades, County Fairs, Sports Events, Back-to-School Events
 - Medical community (birth hospitals & prenatal clinics & WIC Providers)
 - In-kind (provide in-service/educational events)
 - Presentations
 - Newspaper stories featuring community residents hired by NCS Center
 - Open House



Household Recruitment Progress (Numbers rounded to nearest 50)



	OH	ME	MO	AZ	CA	HI	IA	FL	NM	WA
Interviewers		11	23		16	25		14		20
Rollout *	Si	Si	Se	Se	O (4Waves)	Se	Se	Se	Se	O (2 waves)
HH contacted	7,100	16,600	12,450	4,300	7,200	7,950		4,000	3,550	10,000
DU "open"	15,200		8,400	1,900	3,350	5,750		6,100	3,200	NA
DU "closed"		15,700	5,400	2,350	5,650	350		50	2,450	NA
Max Contacts**	5		6	5	Avg 3.1	4		5	3*	10
DUs enum'd	3,800	11,400	3,300	1,200	5,400	1,800		2,400	2,600	5,200
P Screen complete	1,400	4,700	1,300	400	3,100	650		900	550	2,000
Consents	100	200	100	50	150	50		100	50	150



* Rollout: Si=Simultaneous; Se=Sequential; O=Other, ** maximum contacts before closure

Lessons Learned



- Federated IRB – creative enhancement
 - IRB Status
 - Tier 1 - 4 centers
 - Tier 2 – 1 center
 - Tier 3 – 3 centers
 - Expedited review for many (~3-4 weeks)
 - Delayed for some
- Direct mail
 - Letter with brochure not effective
 - Postcards more effective



Lessons Learned



- IMS systems
 - FISMA process far more complex than we could imagine
 - University IT groups challenged by FISMA
 - Nonproprietary database development within a center
- Enumeration
 - Labor intensive
 - Enumeration during winter months created unique problems
- Community engagement essential
 - Adequate lead time needed
 - Builds community awareness and acceptance
 - Committed, ongoing investment by community reps.
 - Approach varies greatly by community



EHBR CoIN Collaborative



- Facilitate cross center sharing and focused process improvement
- Set of 4 “drivers” drafted, examples:
 - Improving outreach & messaging will improve study acceptability
 - Enhanced training & skills development of staff (& community leaders) will improve retention and credibility of study
- Measurement plan & storyboards in development
- Developing set of “dash board” stats to share across sites biweekly



EHBR vs Other Strategies: Data Will Determine



- Relative cost
- Relative degree of bias in sampling
- Practicality of approach



Conclusions



- HH based recruitment labor intensive
- Method to identify all or nearly all pregnant women in a geographic area
- Particularly valuable for preconception sample
 - Approximately 50% of consented women



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