



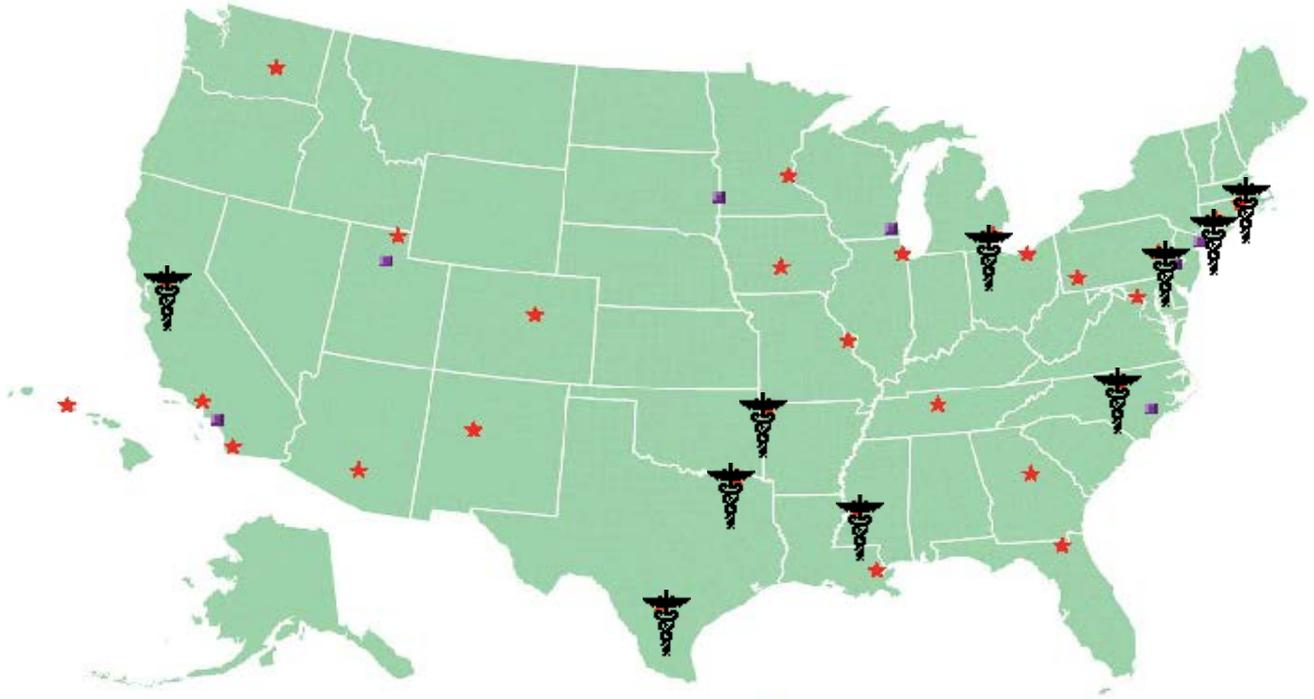
Alternative Recruitment Study: Provider- Based Recruitment

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Location of Provider-Based Sites

National Children's Study Locations
Currently Enrolling or Planning Enrollment in 2010



Map Legend
■ Locations Currently Enrolling
★ Locations Planning Enrollment in 2010



Provider-Based Recruitment in Diverse Settings



- **Rural**

- Lamar, TX
- Schuylkill, PA

- **Midsized**

- Benton, AR
- Hinds, MS
- Durham, NC

- **Urban**

- Wayne, MI
- Providence, RI
- Bexar, TX
- Sacramento, CA
- New Haven, CT



Provider-Based Recruitment in Diverse Settings



- Number of Providers 8 to 800
- Number of clinics/locations 5 to 200
- Total annual births 700 (Lamar, TX) to 25,000 (Wayne, MI)
- Number of women meeting inclusion criteria who live in selected segments, “address-eligible” 1:3 (33%) to 1:100 (1%)
- Number of addresses screened to identify 150 eligible women 300 – 30,000



Provider Engagement



- Determine delivery/birth locations of infants born to residents of county
 - Birth certificates from Health Departments
- Identify obstetrical care settings
 - Academic centers
 - Private Practice
 - Government funded programs
 - Health Maintenance Organizations
- Meet with providers
- Negotiate level of engagement



Level of NCS Staff Engagement in Providers' Locations



- Full NCS staff engagement
 - Address look-up
 - Contact eligible women
 - Recruit and consent
- Partial
 - Recruit and Consent Only
- Information Only
 - NCS Staff not on site
- Refuse engagement or not approached



Provider Based Recruitment: Benton County Data Collection Team



- Data Collection Team
 - One Registered Nurse (RN) and one Research Assistant (RA)
- Each research participant is assigned to a specific data collection team
- The specified data collection team follows the participant through the continuum of the study including:
 - Survey instruments
 - Biological and environmental collections
 - Birth visit
 - Post-birth data collection



Clinic and Birthing Center Data



	Urban	Midsize	Rural
Clinics in PSU	83 - 150	12 - 41	4 - 5
Clinics engaged	27 - 57	9 - 17	4 - 5
Birthing centers in PSU	7 - 28	2 - 6	1 - 1
Birthing centers engaged	8 - 14	2 - 3	1 - 1



Participation Data



	Urban	Midsized	Rural
Country Population	650 K – 1.9M	240 K – 280K	50 K – 150 K
% Eligible addresses	0.7 - 1.2	6.3 – 8.5	21 - 25
% Agree contact	30 - 64	35 - 76	66 - 80
% Actual contact	70 - 85	94 - 100	50 – 84
% Consent*	45 - 100	42 - 83	83 – 90

*Completed PS and eligible



Challenges



- Much effort in address look-up step to yield very few eligible women
- Initial engagement of providers
- Engagement of all providers, clinics and birthing centers in large counties
- Women delivering outside PSU
- Maintain interest and excitement among providers
- Potential loss of good-will among providers and community leaders when most women in county are ineligible



Provider-Based Recruitment: Successes



- Efficiency in recruitment
 - compared to other modes of recruitment
 - (add more here)
- Varies by level of engagement
 - Most successful = full engagement
- Diversity across provider based recruitment sites
 - Nurse case-management model
 - Core-base model
 - Community engagement
 - Engagement of respected providers



Enhanced Provider Based Recruitment



- Provider Based Sampling
 - 3 sites
 - Enroll in and beyond segment boundaries
 - Need based on size of PSU
- Hybrid Provider Based Engagement
 - Community engagement and good will
 - Address look-up more efficient
 - May include different degrees of complexity of data collection



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