Recruitment and Retention of Underrepresented and Vulnerable Populations to Research

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**Purpose**
Share strategies to successfully recruit and retain underrepresented and vulnerable populations
- Based on our collective expertise spanning multiple disciplines and populations

**Recruiting Participants: Strategies that work**

- Partner with community entities
- Approach participants where they are and at a time of readiness
- Use participants’ preferred mode of communication; speak their language
- Offer parking and transportation vouchers for study visits
- Adapt consent delivery based on participant preference and learning style
- Meet in familiar settings
- Hire research staff from community of interest
- Offer flexible days and times for study activities
- Tailor ads to population of interest (e.g., social media versus flyer)
- Offer meaningful incentives (e.g., $, test results, gift cards, diapers)

**Staying Connected: Keep them coming back**

- Set clear expectations and timelines
- Offer a run-in period to ensure fit
- Maintain frequent contact
- Provide incentives in real time
- Make incentives tiered (more at end)
- Offer bonus for a certain level of adherence
- Be flexible!

**Example underrepresented populations...**

- People...
  - of color
  - age 17 or younger
  - age 65 or older
  - with a physical or cognitive disability
  - with less than a high school degree or equivalent
  - who reside in rural or non-metropolitan areas

**Example priority populations in CHPDP...**

- Veterans with PTSD
- African American women with obesity
- Hispanic youth and adults with prediabetes
- Sexual assault victims
- People of lower income due for cancer screening
- People undergoing cancer treatment
- Mexican American mothers and infants

"Focused efforts to **recruit** and **retain** populations historically underrepresented in research are of **paramount importance** to **enhance** generalizability of findings as well as to **promote** health equity. "

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