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# Outreach & Recruitment Engagement Recommendations

## Easy-to-understand language


- Present information - including benefits, risks, and participant's rights - in easy-to-understand plain language.
- If recruiting non-English speakers; have materials professional translated in language(s) of your participant population.

## Recognize unique journeys

- Recognize diverse lived experiences and journeys (e.g., economic status, social class, type of care, etc.)
- Answer questions related to participants' life experiences. For example:
  - Will I have to pay to participate?
  - Do I need to have health insurance?
  - Wil my immigration status affect my participation?
  - What happens if a new health problem/concern appears? How will you connect me to care?

## Build and reinforce rapport and trust

- Cultivate trustworthy ambassadors: learn more about your population and the people they trust the most.
- Collaborate with trusted messengers (e.g., primary care physicians, community health workers, social workers, etc.) to develop an outreach and recruitment plan.
- Identify opportunities for "warm hand-off" once participants are referred by trusted messengers to the study team.
- Be prepared to compensate trustworthy ambassadors.

## Actively engage with community

- Be prepared to spend time out in the community with local organizations or community partners.
- Have information ready to share at community events (i.e., health education pamphlets, contact information) in plain English and other languages.
- Consider having branded swag so community members and potential participants remember you.

## Decrease wait times

- Don't give people opportunities to forget about your study and engage quickly!
- Minimize the wait time between initial contact and screening for eligibility or consent.
- Potential participants have busy lives and participating in the study is a competing demand for their time and attention!

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# Participant Navigation Engagement Recommendations

## Continue building trust

- Maintain trust between participants and study team even after they have agreed to participate in the study through positive experiences.
  - Use participants' preferred method(s) of communication - be ready to have multiple platforms (e.g., text, call, email, etc.). Over-communication is better than under-communication.
  - If travel is necessary, explain transportation and parking to participants - this may mean providing a map, pictures, etc.
  - Offer childcare support for participants who may have children with them.
  - Offer appropriate meal and transportation vouchers.
- If possible, keep participants with the same research coordinator rather than bouncing between team members.
  - You want to encourage familiarity and comfort for participants.

## Be thorough - explain in detail

- Take time with each participant (and potentially their family) to explain what it means to consent to participate in the study.
- Provide plain language (and multilingual if needed) summaries for consent forms and any other study materials.

## Offer a "human touch"

- Offer "the human touch" - this could look like meeting participants, completing a form with them on the phone, accommodating to their schedules (e.g., in the afternoons, weekends, etc.)
- Not everyone is comfortable with "telemedicine" and "in-person" engagement may be preferred for participants.
- Non-English speakers, older adults, or other communities may not feel comfortable with technology.
- Be prepared to interact with family members/caregivers in participant's clinical research journey.

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