The purpose of this study is to describe the development, evaluation and pilot testing of written vignettes (scenarios) used to garner older African-American’s perception of the recruiter’s caring behaviors in the recruitment phase of the research process.

METHOD

Design: Vignette-based cross sectional survey design and methodology. Written scenarios used to simulate realistic recruitment situations to designed to assess participant’s perception of the study recruiter’s caring behavior. (Atzmüller et al., 2010; Evans et al., 2015)

Theoretical framework: Kristen Swanson’s middle-range Theory of Caring (Aandershed & Olsson, 2009) used to define & develop tangible caring recruitment behaviors in a community setting.

Setting: Phase 1 – online via survey monkey®, Phase 2 via United States Postal Service (mail).

Sample: 45 African-American adults 65+ years of age

Recruitment: Phase 1 Delphi panel consisted research professionals. Phase 2 was a convenience sampling from an existing federally funded Alzheimer’s-related research study at Rush University Medical Center.

Timeline: 14-month (June, 2017–August, 2018)

Study Implementation:

Phase 1: Delphi process to develop, and evaluate two core-vignettes (caring and uncaring) to yield eight vignettes (Hughes & Huby, 2012).

Phase 2: Feasibility pilot study with 45 older African-American adults recruited from an existing Alzheimer’s-related research study.

Timeline: Two-wave recruitment period

Recruiters and Trainers; 1 Evaluation expert)

RESULTS

Phase 1: Delphi Panel

• 10 invited (4 PIs; 5 Recruiters and Trainers; 1 Evaluation expert)

• 7 Respondents

• mean age 46.6 (± 10.0)

• mean education 19.6 (±0.8)

• 74% were female participants

• Vignette-based survey methodology holds promise as a tool for informing the recruitment of older African-American adults into federally-funded health-related research studies.

Phase 2: Pilot study with 45 older African Americans

• A positive association between caring recruitment behavior and Social Work and Social Sciences Review. 11(1), 36-51.

• Vignette-based survey methodology holds promise as a tool for informing the recruitment of older African-American adults into federally-funded health-related research studies.

PRINCIPAL CONCLUSION

LIMITATIONS

• Small sample size

• Pilot sample recruited from an existing longitudinal study

IMPLICATIONS

• It is important to gain an understanding of the recruitment process at the macro-level.

• Further examination of the research recruiters’ behavioral characteristics is warranted.

REFERENCES:


