Recruitment and retention in studying childhood obesity in Saudi Arabia

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# Disclosure

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<td>Conflict of Interest:</td>
<td>None</td>
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<tr>
<td>Employer:</td>
<td>University of Dammam (education leave)</td>
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<td>Sponsorship/Commercial Support:</td>
<td>None</td>
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Goals and Objectives

Goal:
To examine recruitment and retention issues encountered during a mixed methods study on childhood feeding and growth in Saudi Arabia.

Objectives:
1. Summarize methodological issues related to recruitment in mothers and their children.
2. The learner will be able to relate to recruitment challenges when studying a new population.
Acknowledgment

✦ STTI (small grant)

✦ Alpha Alpha Chapter (doctoral grant)

✦ Saudi Arabia (scholarship)

• No conflict of interest.
Outline

- Background
- Purpose of study
- Overall design
- Methods
- Results
- Conclusion
Notes:
- Problem: Childhood obesity is a growing issue in Saudi.
- Gap: Mother’s experiences with the problem has not been explored in the literature.
Background

- The presentation addresses culturally-based recruiting challenges and recommends strategies for conducting community-based research in Saudi Arabia.

- Recruitment of mother’s from the school system and/or the community has not been well documented in the Saudi literature.
Purpose of Study

尽可能探索《儿童喂养问卷》（CFQ）和《儿童饮食行为问卷》（CEBQ）的忠实性和文化适宜性，分别由Birch等（2001）和Wardle、Guthrie、Sanderson和Rapoport（2001）撰写。

- 调查沙特阿拉伯母亲对他们学龄前儿童体重状况、喂养方式和儿童饮食行为的视角，与他们实际体重状况、身体成分和家庭社会经济状况相关。

- 调查沙特阿拉伯母亲对他们学龄前儿童体重状况、喂养方式和儿童饮食行为的视角，与他们实际体重状况和体脂率以及家庭社会经济状况相关。
Overall Design

Descriptive Sequential Explanatory Mixed Methods Design

- Sequential because QN prior to the QL phase
- Explanatory because the QL will help ‘explain’ the QN phase

(Creswell & Clark, 2011)
Methods

Dissemination information about the study:

- Plan A: Flyers to mothers through the school system.

  = Out of the 600 flyers distributed in schools only 6 mothers expressed interest in the study.

- Plan B: Flyers with the local newspaper.

  = Due to security reasons in Saudi Arabia this plan was modified to word of mouth.

  = Resulted in recruiting 2 mothers.
نبحث عن أمهات للمشاركه معنا في بحث عن أساليب أكل الطفل

ما المطلوب؟
- تعبئة استبيان عن عادات أكل طفلك وأساليب التغذية.
- بالإضافة إلى معلومات عنك وعن طفلك.
- قياسات الطفل: طول ووزن ومحور الخصر وسماكة الجلد

شروط المشاركة:
- طفلك بين سن 3-6 سنوات من العمر.
- يجب أن تكون الأم سعودية.
- ستوزع جوائز بسيطة بعد اكتمال الدراسة.
- وتسليم جميع الاستبيانات (بطاقة شكر، كتاب للأطفال وبطاقات الهدايا للأمهات).

** الزمن المطلوب في المرحلة الأولى: 30 - 50 دقيقة.
** والمرحلة الثانية (إن اردت المشاركة): 60 دقيقة.
- جميع المعلومات ستكون سرية للغاية.

أشكركم على المشاركة مقدماً،

الباحثة / سمى سامر حماد، مرشحة للدكتوراه في جامعة كارولينا الشمالية في تشابل هيل (بأمريكا).

للاستفسار أو المشاركة:
سمى سامر حماد 0550733382
hammadad@unc.edu
Accessing Participants:

- Meet mothers at the preschools when dropping off and picking up their children in the morning and afternoon this method resulted in a low recruitment because mothers were rarely bringing children to school.

- Principles of schools proposed meeting mothers through presenting a health awareness lecture in the school.

  This resulted in having more mothers attending and participating.

- Other school supervisors proposed adding the PI in WhatsApp, a group messaging mobile application.
Results

- Active engagement was needed to bring unique strategies suitable for each school.

- Strategies that facilitated recruitment:
  - Cooperation from the school system
  - Parental involvement (such as, WhatsApp)
  - Health awareness lecture with school events (such as, parent meeting).
معاً لنتثريث عن عصى ثقافتنا

الباحثة: سمي سامر حماد
مرشحة للدكتوراه من جامعة نورث كارولاينا في تشابل هيل
محاضرة من مبنى ١٢ من جامعة الدمام / كلية التمريض
WhatsApp assisted the PI to introduce the study aims to interested mothers.

Nurse researchers are in a unique position to provide health lectures and to talk about their research with the local community to enhance recruitment (Barthow et al., 2015).
- Highest participants and attendance of mothers was achieved:
  ✤ When health lectures were on the same day of parent’s meeting.

• One school had 70 attendees and 35 mothers joined the study.

• Less attendees were present (n=4) in another school:
  ✤ Health lecture was on a regular school day, but many others submitted the consent forms and joined the study (n=30) after schools followed-up, through WhatsApp.
The revised strategies used for this study found to be successful as evidenced by completion of the quantitative phase and recruiting 233 mothers and their preschoolers.

- Creative problem-solving
- Persistence
- Engagement in the local community and
- Understanding the target population was key to successful recruitment.

(Guerra, da Silveira, & Salvador, 2015; Goldberg & Wright, 2015)
References


Thank you

Email: hammad@unc.edu