Northern Illinois University

Consumer-Centered Recruitment Approach for Midlife SAI women into Health Promotion Research

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Disclosure

- **Authors:** Manju Daniel, Mary Elaine Koren, Alex Daniel and Preety Upadhyay
- Learning objectives:
  - To identify culturally sensitive consumer-centered recruitment approach for recruiting minority women
  - To discuss the impact of culturally sensitive consumer-centered recruitment approach in reducing inequalities in healthcare
- There is no **conflict of interest** in this presentation
- **Employer:** Northern Illinois University School of Nursing and Health Studies
- **Funded by:**
  - Joan Wood Research Award: Northern Illinois University School of Nursing and Health Studies
Background

• Proportionate mortality ratio for Ischemic heart disease
  - 1.12 SAI women v 0.92 events

• Prevalence of diabetes
  - 14% for SAI women v 9.0% national average

• The SAI s are the second largest Asian immigrant group in the U.S.

• Gap: Limited evidence regarding impact of consumer-centered recruitment approach among SAI women
• To explore the efficacy of a culturally relevant consumer-centered approach for recruiting midlife South Asian Indian Immigrant women into a research study that focused on physical activity as a lifestyle modification for health promotion
Method

• **Design**
  - Descriptive qualitative

• **Eligibility**
  - Age between 40 and 65
  - Immigrated directly from India
  - Fluent in English or Hindi
  - No disability that interfered with walking
  - Sent or received at least one text message a month

• **Sample**
  - 40 midlife SAI women
Method: Multi-faceted Consumer-centered Recruitment Approach

- Direct Recruitment Approach
  - Face to face interaction: SAI community presentations
    - Faith based organizations
    - Six presentations
    - Temple: 1 in English, 1 in Hindi
    - Church: 1 in Hindi
    - Gurudwara: 3 in Punjabi
Method: Direct Recruitment Approach (cont.)

- Direct Recruitment Approach

  - Face to face interaction: SAI community presentations

    » Non-faith based organizations
    » Three presentations (English)
    » Indian hair salon: 1 in English
    » Indian community organization: 1 in English
    » Professional organization conference: 1 in English
Method: Direct Recruitment (cont.)

• **Face to face interaction: Event participation**
  • Biennial health fairs

• **Face to face interaction: Flyer distribution**

• **Reminder phone calls (n=23)**
  – Punjabi, Hindi, and English language
  – One week prior
  – One day before

• **E mail message (n=17)**
  – One week prior
  – One day before
Method: Indirect Recruitment

- Community stakeholders
  - During community presentations
  - During flyer distribution
  - Faith and non-faith-based organizations
  - SAI businesses
    - Indian hair salons, grocery shops, and restaurants
  - Face to face meetings
Method: Indirect Recruitment (cont.)

- **Social networking**
  - Faith- and non-faith-based organizations
  - SAI businesses
- **Faith and non faith based community organizations**
  - 5 Faith-based
    - Sikh gurudwara
    - Three Christian churches
    - Hindu temple
  - 1 Non faith-based
    - SAI community organization
- **SAI Bilingual recruitment team**
Method: Indirect Recruitment (cont.)

- **Translated material**
  - Flyers and notices in English and Hindi
  - Bulletin boards
  - Distributed before and after worship services
  - Distributed before and after presentations

- **Cultural competence and sensitivity**
  - Wore Indian clothes
  - Covered heads and Took off shoes

- **Study purpose in alignment with community need**
  - Addressing cardiovascular disease and diabetes among SAIs
### Results: Participant Characteristics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Mean (SD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>50 (7.0)</td>
</tr>
<tr>
<td>Years living in the United States</td>
<td>20.1 (10.5)</td>
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<tr>
<td>Household size</td>
<td>4.3 (1.25)</td>
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<tr>
<td>Married</td>
<td>95%</td>
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<tr>
<td>Have Children</td>
<td>95%</td>
</tr>
<tr>
<td>Graduated college</td>
<td>87.5%</td>
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<tr>
<td>Currently employed</td>
<td>65%</td>
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<tr>
<td>Annual household income &gt; $50,000</td>
<td>97.5%</td>
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</tbody>
</table>
Results: Participant Characteristics (cont.)

Regional background:
- North: 40%
- South: 40%
- West: 15%
- Central: 5%

Religion:
- Hindu: 63%
- Sikh: 35%
- Christian: 2%
Results: Ages 40-50

Presentations - 14; social networking 9
No shows - 5 (G 4 T 1); Cancel-2 (T); IE 2 (T)
Results: Ages 51-65

com presentations - 1; social networking 16
No shows - 2 (G); Cancellation - 8 (T); IE 6 (G)
# Results: Direct and Indirect Approach

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Approach</th>
<th>Screened (n)</th>
<th>Enrolled (n)</th>
<th>Efficiency (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faith based: presentations</td>
<td>Direct</td>
<td>29</td>
<td>26</td>
<td>90</td>
</tr>
<tr>
<td>Faith based: networking</td>
<td>Indirect</td>
<td>29</td>
<td>24</td>
<td>83</td>
</tr>
<tr>
<td>Non-faith: presentations</td>
<td>Direct</td>
<td>1</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td>Non-faith: networking</td>
<td>Indirect</td>
<td>6</td>
<td>6</td>
<td>100</td>
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<tr>
<td>Recruitment period</td>
<td>8 weeks</td>
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<tr>
<td>Total screened= 65</td>
<td>Total participants= 40</td>
<td></td>
<td></td>
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<tr>
<td>Community stakeholders</td>
<td>Reached=12; Screened= 5; Eligible=5</td>
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<tr>
<td>Community presentations</td>
<td>15: Faith based (T =6; G=7; C= 1) Non-faith based =1</td>
<td></td>
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<tr>
<td>Social networking</td>
<td>25: Faith based (T =12; G =7) Non-faith based =6</td>
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<tr>
<td><strong>Type of organization</strong></td>
<td>Faith based = 33; Non-faith based = 7</td>
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<tr>
<td><strong>Reminder calls and emails</strong></td>
<td>70% adherence; Phone 80%; Emails 61%</td>
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<tr>
<td><strong>Event participation</strong></td>
<td>Supported social networking</td>
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<tr>
<td><strong>Bilingual research team</strong></td>
<td>Facilitated recruitment with social networking</td>
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<td><strong>Translated material</strong></td>
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<td><strong>Cultural sensitivity</strong></td>
<td>Community appreciation</td>
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<td><strong>Community need</strong></td>
<td>Increased participation</td>
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Discussion

• **Faith based SAI organizations**
  – First most effective recruitment strategy
  – 82.5% (n=33) recruitment
  – Vital religious and social role
  – Time and cost effective

• **Social networking**
  – Second most effective recruitment strategy
  – 62.5% (n=25) recruitment
  – Facilitated by community stakeholders
Discussion

- **Community presentations**
  - Third most effective recruitment strategy
  - 37.5% (n=15) recruitment
  - One-on-one discussions
  - Multiple SAI languages
  - During the scheduled activities

- **SAI significant community stakeholders**
  - Seen as gatekeepers
  - Confidentiality and privacy
  - Increased interest in research participation
Implications

• Future research studies need to utilize:
  • Multi-faceted culturally-sensitive consumer-centered approach
  • Faith-based community organizations
  • Community stakeholders for social networking
  • Community presentations in the target population’s language
  • Bilingual recruitment team
  • Translated recruitment material
  • Recruitment before and after worship hours
Acknowledgements

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