



University of California
San Francisco

Welcome!

New Tools for Participant Recruitment

Join the conversation at

slido.com/PRPSept20



University of California
San Francisco

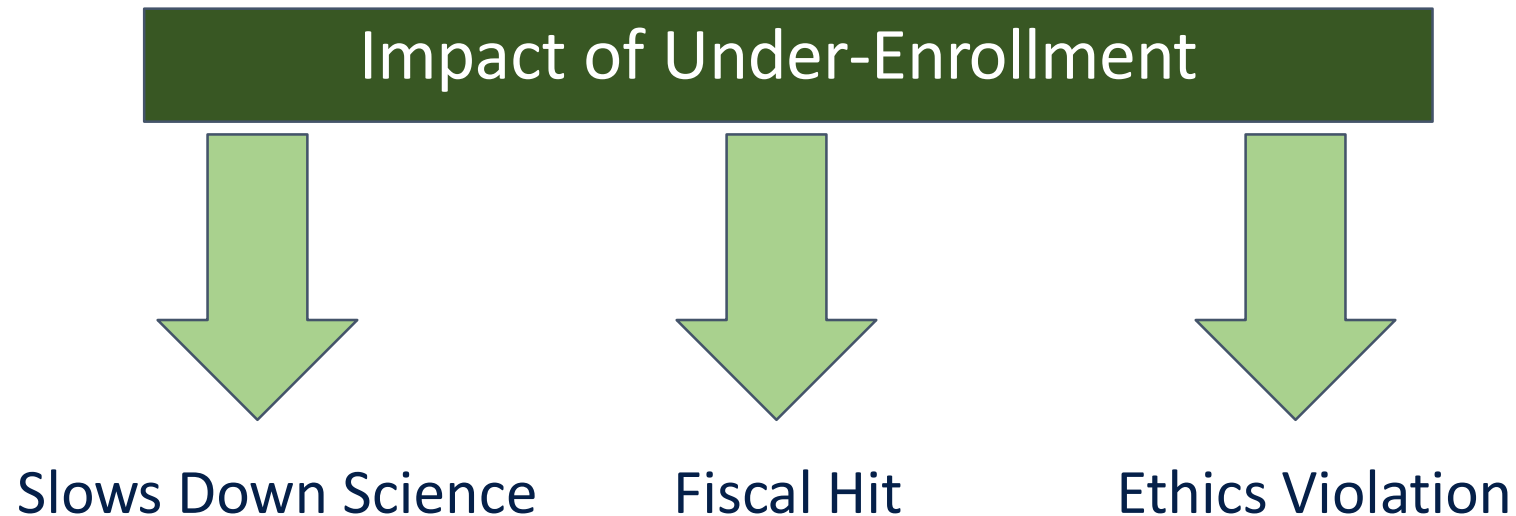
New Tools for Participant Recruitment

Molly Belinski, MPA
Program Manager
Clinical and Translational Science
Institute (CTSI)

Ruby Warnock, MPH
Program Coordinator
Clinical and Translational Science
Institute (CTSI)

Under-Enrollment in Clinical Studies

- Under-enrollment is common
- More pronounced for racial/ethnic minorities, women, older adults, and sexual and gender minorities



Under-Enrollment in Clinical Studies

- OHSU: 837 studies reviewed, 1/3 enrolled only ≤ 1 participant¹
- 50% of non academic study sites enroll ≤ 1 participant²
- 2/3 of all trial sites do not meet enrollment target³

¹Kitterman DR, et al, The prevalence and economic impact of low-enrolling clinical studies at an academic medical center. *Academic Medicine : Journal of the Association of American Medical Colleges*. Nov 2011;86(11):1360-1366.

²Pierre C. Recruitment and retention in clinical trials: What works, what doesn't and why. 2006 Drug Information Association Annual Summit. June 2006

³Tufts Center for the Study of Drug Development

Sample of UCSF Studies

84 studies open for enrollment

- 79% below enrollment target for timeline
- 18% have no enrolled participants (all open at least 7 months)

81 studies closed from 1/2013-5/2017

- 64% closed without meeting target enrollment
- 14% closed with no more than one participant
- 86% extended enrollment period
- Mean extended enrollment 30 months

Participant Recruitment Program

Resources, tips, and tools
for recruitment:
[Recruit.ucsf.edu](https://recruit.ucsf.edu)

Contact us:
PRP@ucsf.edu

UCSF Clinical & Translational Science Institute

Participant Recruitment: Start here Tutorials PRP Services Resources and Tips

Participant Recruitment Program

[New: Create Recruitment Videos with Videoscribe](#)

Highlighted Services

Quick Tips for Recruitment EHR Recruitment Letter Service

Planning and Budgeting Social Media Recruitment Guide

Participant Recruitment Program

Need more help?
Visit our [Quick Tips Page](#)
Submit a [Consultation Request](#)

Contact:
Participant Recruitment Program
Director: Vanessa Jacoby, MD, MAS
Sr. Program Manager: Alice Fishman
Program Manager: Molly Belinski
Email: PRP@ucsf.edu

Resources - Diversity in Research Recruitment

Resources

- Video primer
- Consultations
- Tips from study teams
- And more! (see links pages at the end)

UCSF Participant Recruitment
Clinical & Translational Science Institute

Start here Tutorials PRP Services Resources and Tips

Home > Tutorials > Diversity in Research Participation: why it's important

Diversity in Research Participation: why it's important

You Can Make an Impact!

Developed with contributions from [Nynikka Palmer, DrPH, MPH](#), Assistant Professor, UCSF School of Medicine, and [Esteban Burchard, MD, MPH](#) Professor, UCSF School of Pharmacy.

References from video

Participants in research should reflect the diversity of our culture and conditions, taking into account race, ethnicity, gender, age, etc. The lack of diversity among research participants has [serious ethical and research consequences](#). This includes impeding our ability to generalize study results, make medical advancements of effective therapies, and it prevents some populations from experiencing the benefits of research innovations and receipt of high quality care.

Participant Recruitment Program

Need more help?
Visit our [Quick Tips Page](#)
Submit a [Consultation Request](#)

Contact:
Participant Recruitment Program
Director: [Vanessa Jacoby, MD, MAS](#)
Program Manager: [Molly Belinski](#)
Program Coordinator: [Ruby Warnock](#)
Email: PRP@ucsf.edu

Subscribe to our mailing list

* indicates required

Email Address *

First Name

Last Name

New Tools for Participant Recruitment

Today's agenda

- Plain Language
- Graphic Design
- Diversity image swap
- Recruitment Websites/Digital Signs
- MyChart Recruitment Service
- Facebook Recruitment Service
- Facebook Recruitment DIY Guide
- ResearchMatch

New Tools for Participant Recruitment

Free/DIY!



Today's agenda

- Plain Language
- Graphic Design
- Diversity image swap
- Recruitment Websites/Digital Signs
- MyChart Recruitment Service
- Facebook Recruitment Service
- Facebook Recruitment DIY Guide
- ResearchMatch

PRP Program

Ingredients for successful recruitment:



PRP Program

Ingredients for successful recruitment:



PRP Program

Ingredients for successful recruitment:



Email prp@ucsf.edu for
pre-award support

Today's focus

Developing Recruitment Materials

The Basics

Recruitment materials should be:

- Easy to understand (8th grade reading level)
- Easy to act upon (clear call to action)
- Reflective of the population you are trying to recruit (use authentic and diverse images)

Recruitment materials should be:

- Easy to understand (8th grade reading level)
- Easy to act upon (clear call to action)
- Reflective of the population you are trying to recruit (use authentic and diverse images)

Plain Language Recruitment Summary (Free!)

Example Plain Language Translation: Compensation

Original (from Informed Consent)

At Baseline and the Short-Term follow up visit you will receive \$10 for each visit completed. You will also receive \$20 for each of the three annual follow-up surveys that you complete, whether by telephone interviews or online surveys. Compensation will be a gift card e-mailed by the third party online portal vendor. You also have the option of having the gift card mailed to you.

Plain Language for recruitment

You will be paid after doing each part of the study. You can earn up to \$80 in gift cards.

Example Plain Language Study Description

1 in 4 people with an organ transplant will develop skin cancer. Please help us learn why.

ABOUT THE STUDY:

Researchers are trying to learn more about how organ transplants affect the skin. We know that 1 in 4 people with an organ transplant gets skin cancer. Learning how transplants affect the skin will help doctors know how best to treat it, and help researchers find ways to prevent it.

WHO CAN TAKE PART?

You can take part if you have an organ transplant.

WHAT'S INVOLVED?

If you take part you will be asked to fill out 1 brief survey online.

- It can be done at home in about 10 minutes.
- You can earn up to \$80 in gift cards.

Example Plain Language Study Description

1 in 4 people with an organ transplant will develop skin cancer. Please help us learn why.

ABOUT THE STUDY:

Researchers are trying to learn more about how organ transplants affect the skin. We know that 1 in 4 people with an organ transplant gets skin cancer. Learning how transplants affect the skin will help doctors know how best to treat it, and help researchers find ways to prevent it.

1. Start with a Hook

WHO CAN TAKE PART?

You can take part if you have an organ transplant.

WHAT'S INVOLVED?

If you take part you will be asked to fill out 1 brief survey online.

- It can be done at home in about 10 minutes.
- You can earn up to \$80 in gift cards.

Example Plain Language Study Description

1 in 4 people with an organ transplant will develop skin cancer. Please help us learn why.

ABOUT THE STUDY:

Researchers are trying to learn more about how organ transplants affect the skin. We know that 1 in 4 people with an organ transplant gets skin cancer. Learning how transplants affect the skin will help doctors know how best to treat it, and help researchers find ways to prevent it.

WHO CAN TAKE PART?

You can take part if you have an organ transplant.

WHAT'S INVOLVED?

If you take part you will be asked to fill out 1 brief survey online.

- It can be done at home in about 10 minutes.
- You can earn up to \$80 in gift cards.

1. Start with a Hook

2. "Need to know" info

Example Plain Language Study Description

1 in 4 people with an organ transplant will develop skin cancer. Please help us learn why.

ABOUT THE STUDY:

Researchers are trying to learn more about how organ transplants affect the skin. We know that 1 in 4 people with an organ transplant gets skin cancer. Learning how transplants affect the skin will help doctors know how best to treat it, and help researchers find ways to prevent it.

WHO CAN TAKE PART?

You can take part if you have an organ transplant.

WHAT'S INVOLVED?

If you take part you will be asked to fill out 1 brief survey online.

- It can be done at home in about 10 minutes.
- You can earn up to \$80 in gift cards.

1. Start with a Hook

2. "Need to know" info

3. 8th Grade Reading Level

Plain Language Recruitment Summary (Free!)

How to get started:

- 1. Submit a short 4 question intake form on our website:**
<http://tiny.ucsf.edu/plainlanguage>. You will need to attach your Informed Consent Form and an example of a current study advertisement (if available.)
- 2. In the next 7-10 days, your consultant will draft a one-page plain language summary based on your ICF and send to you for review.**
You can review and send back for one round of edits.
- 3. You can use the PLS to help formulate your recruitment material content.** Having the PLS is a great tool to help develop the right level of content.

Effective Recruitment Materials

Recruitment materials should be:

- Easy to understand (8th grade reading level)
- Easy to act upon (clear call to action)
- Reflective of the population you are trying to recruit (use authentic and diverse images)

Design tips for effective recruitment materials

Hierarchy

- Design should always have a clear king/queen
- If everything is bold, nothing is

Clear Space

- Clear [“blank”] space is not unused space
- Negative space helps the eye focus on the main thing
- “*Less just enough is more*”

Slide courtesy of Christine Omata and Taryn Ibach, UCSF Brand and Communications

Source: Shawn Sprockett, *Design Hacks that Influence People*, Presentation at UCSF Communicators' Conference, 2018

Effective Recruitment Materials

Recruitment materials should be:

- Easy to understand (8th grade reading level)
- Easy to act upon (clear call to action)
- Reflective of the population you are trying to recruit (use authentic and diverse images)

Diversity in photography

How to show diversity in an authentic and natural way



- **Avoid** overly posed images
 - **Avoid** an image that appears to feature every type of diversity
- Comes across as fake and insensitive



- Look for active scenes or interactions
- If necessary, use multiple images

Shows people doing their job (or something), not just their race, religion, ability, etc.

Slide courtesy of Christine Omata and Taryn Ibach, UCSF Brand and Communications

Diversity Image Swap

- Free image swap to increase diversity in recruitment materials.
- **Interested? Please fill out the Diversity Image Swap Request Form on our website:**
<http://tiny.ucsf.edu/ImageSwap>
- More resources: <http://tiny.ucsf.edu/stockimages>



Example Ad

Example

Before

**DO YOU HAVE
SWELLING FROM
BREAST CANCER
TREATMENT?**

UCSF
University of California
San Francisco



*Help us better understand a symptom
that impacts many survivors.*

Who is eligible to participate?

Women who have:

- Completed active cancer treatment
- Arm swelling

What does the study involve?

- Completion of questionnaires
- One in-person visit in San Francisco or Santa Rosa
- Participants will receive \$150 compensation for their time.

Web: symptomsresearch.ucsf.edu

Email: symptoms@ucsf.edu

Phone: (855) 855-UCSF (8273)

What do you remember?

Example

After



PARTICIPANTS NEEDED

Do you have arm swelling from breast cancer treatment?

Help us better understand a symptom that impacts many survivors

Who is eligible to participate?

Women who have:

- Completed active cancer treatment
- Arm swelling

What does the study involve?

- Completion of questionnaires
- One in-person visit in San Francisco or Berkeley
- Participants will receive \$150 compensation for their time.

CONTACT US:

PHONE: (855) 855-UCSF (8273) **EMAIL:** symptoms@ucsf.edu

symptomsresearch.ucsf.edu

UCSF
University of California
San Francisco

Example

After

- On-brand colors and font
- Clear hierarchy
- Easy to skim/read
- Call to Action
- Authentic photography



PARTICIPANTS NEEDED

Do you have arm swelling from breast cancer treatment?

Help us better understand a symptom that impacts many survivors

Who is eligible to participate?

Women who have:

- Completed active cancer treatment
- Arm swelling

What does the study involve?

- Completion of questionnaires
- One in-person visit in San Francisco or Berkeley
- Participants will receive \$150 compensation for their time.

CONTACT US:

PHONE: (855) 855-UCSF (8273) EMAIL: symptoms@ucsf.edu

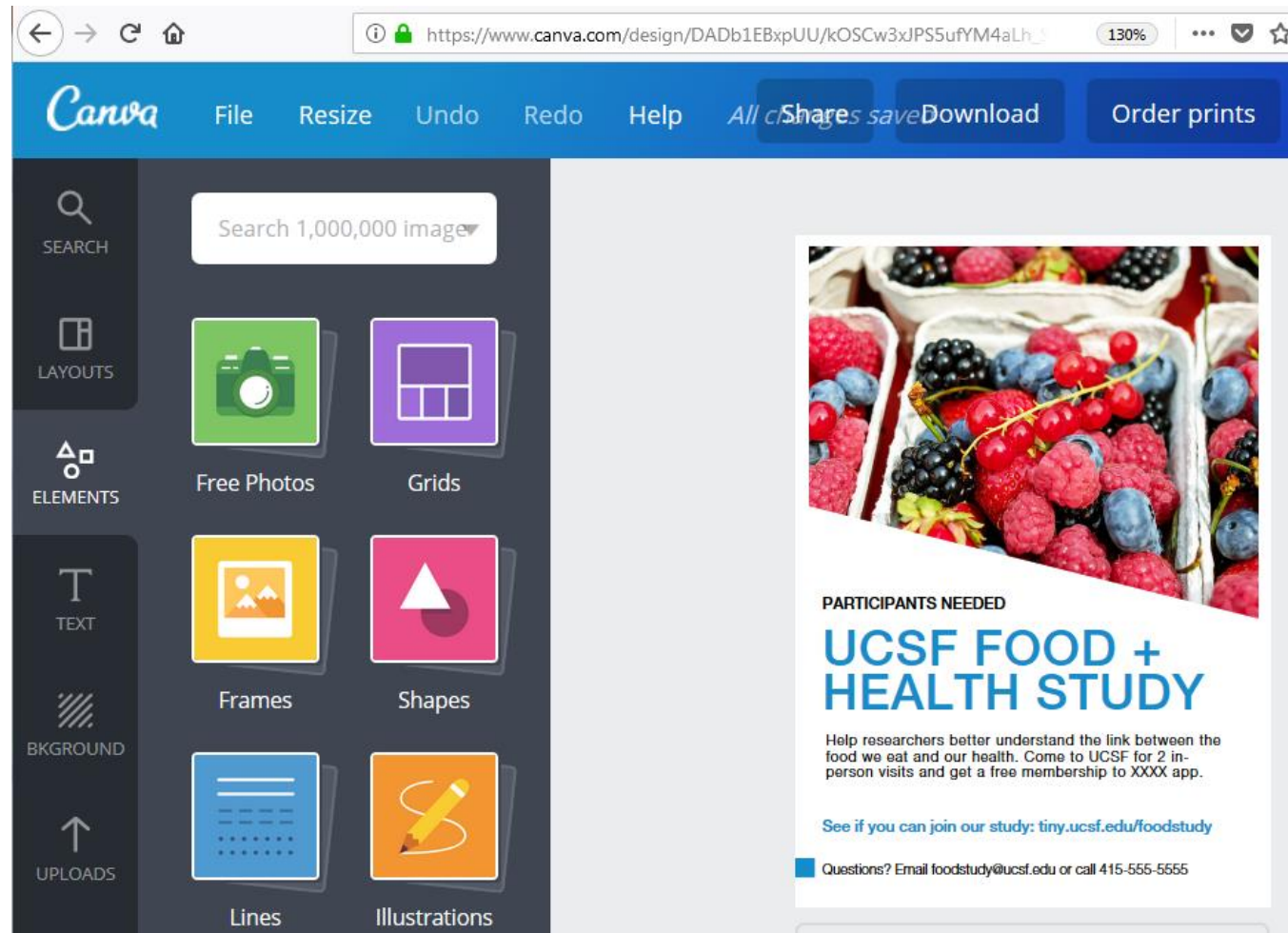
symptomsresearch.ucsf.edu

UCSF

University of California
San Francisco

Graphic Design tools (Free!)

Canva – web-based graphic design tool



Email PRP@ucsf.edu to request licenses

Flier Templates

University Relations template

<https://identity.ucsf.edu>

Hint: search "study poster"



New templates coming soon on <https://recruit.ucsf.edu/>

UCSF EATING HABITS STUDY

Want to practice healthy eating habits?

Researchers want to learn if a smartphone app can help people develop healthy eating habits.

UCSF

PARTICIPATION REQUIREMENTS:
Participation lasts five weeks. Volunteers will use an app at home, and will also have two study visits at the UCSF Parnassus campus.

ELIGIBILITY:
We are looking for volunteers with smartphones ages 18–45.

You could earn up to \$000.

To participate, please contact us at:
☎ (415) 123-4567
✉ mystudyexample@ucsf.edu
🌐 mystudyexample.org

UCSF
University of California
San Francisco

UCSF EATING HABITS STUDY

Want to practice healthy eating habits?

Researchers want to learn if a smartphone app can help people develop healthy eating habits.

Participation requirements:
Participation lasts five weeks. Volunteers will use an app at home, and will also have two study visits at the UCSF Parnassus campus.

- Lorem ipsum dolor sit amet.
- Ut wisi enim ad minim aliquam erat volutpat.

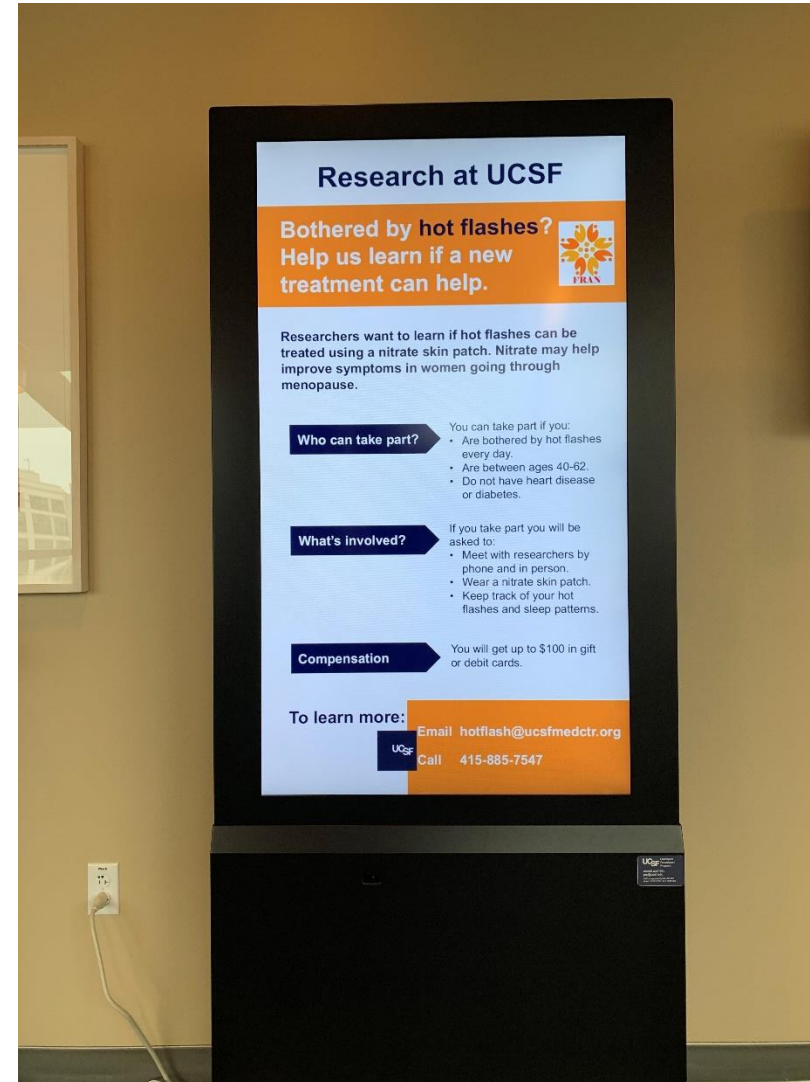
Eligibility:
We are looking for volunteers with smartphones ages 18–45.

You could earn up to \$000.

TO PARTICIPATE, PLEASE CONTACT US AT:
☎ (415) 123-4567 ✉ mystudyexample@ucsf.edu 🌐 mystudyexample.org

Digital Sign Recruitment

- PRP currently provides a digital signage service in several UCSF clinics to create new opportunities for researchers to connect with potentially eligible UCSF patients. At this time, PRP is offering this service to study teams free of charge!
- **Interested? Please fill out the Digital Sign Intake Form on our website:**
<http://tiny.ucsf.edu/DigitalSign>



EHR Recruitment: MyChart and Recruitment Letter Service

MyChart Recruitment

Identify

- A computer-aided search generates a list of eligible patients

Contact

- Eligible patients receive MyChart message about research study
- Patients can view research opportunities in a secure environment

Response

- Users show interest in a study by clicking “I’m Interested”
- Research teams do not see patient information until patient expresses interest

UCSF MyChart Douglas Health Visits Messaging Billing Resources Settings

Welcome!

Research Studies

MyChart Research

MyChart is now used to let you know about research studies that you may be able to join. Research studies help UCSF researchers discover new treatments and better care for patients. You are under no obligation to join a study. It is your decision to participate and it will not affect your medical care at UCSF. These research studies were recommended to you based on a computer-aided search. No one has looked at your medical record; your private medical information is protected. For more information or to opt out of these messages, visit the Research Participant Services website rps.ucsf.edu or email RPS@ucsf.edu.

Studies you may be able to join

Click “I’m Interested” to notify the research team that you want to learn more about the study.

ASX - The Active Surveillance Exercise Trial I'M INTERESTED NO, THANK YOU

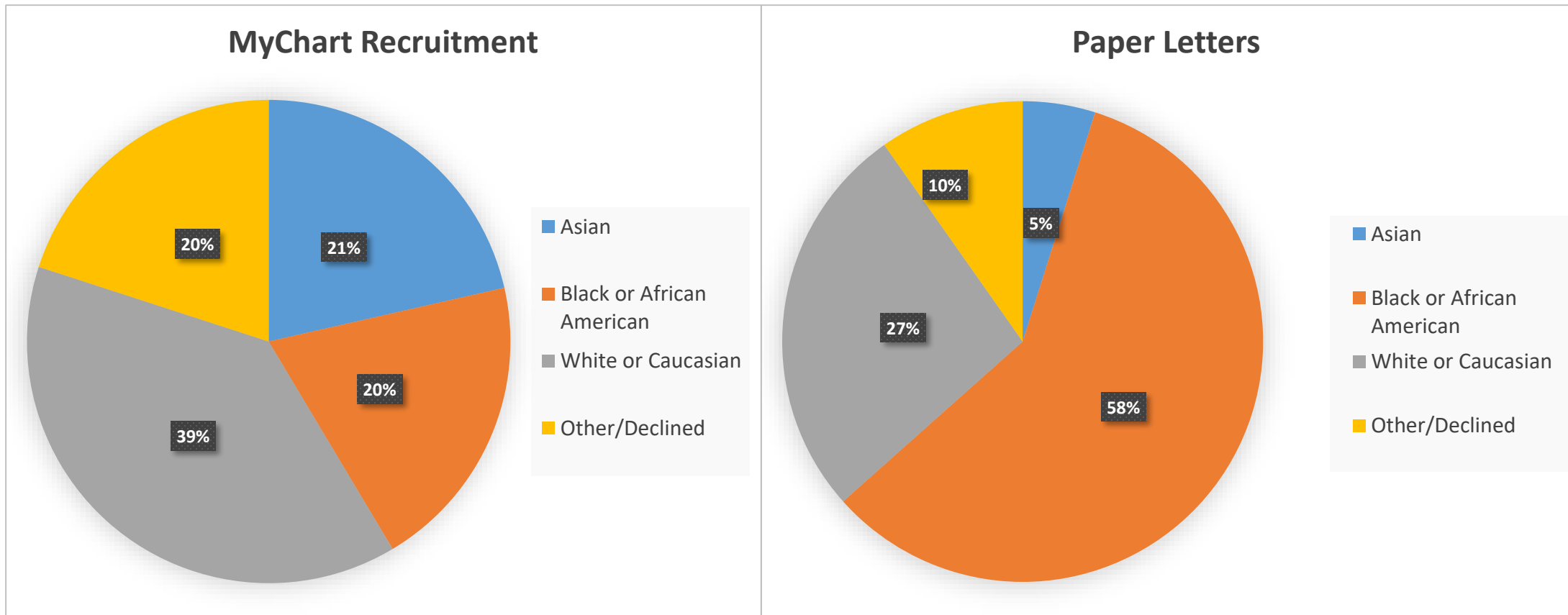
Want to try an exercise program for prostate cancer? ABOUT THE STUDY: This is a study to see if a home exercise program can help p... [details](#)

Active Studies

You are not currently enrolled in any research studies.

[BACK TO THE HOME PAGE](#)

MyChart vs. Non-MyChart users (Women's Health Study)



MyChart Recruitment

Want to get started?

Time required to set up:

- 4-6 weeks (If all documentation and IRB approval is submitted timely)

Cost:

- Set-up and programming: \$800-\$1,350 (subsidies available up to ~\$800)
- Letters for non-MyChart users: \$.53/letter

Learn more:

- <http://tiny.ucsf.edu/mychartrecruitment>

Get started:

- Submit a request at consult.ucsf.edu/participant-recruitment

ResearchMatch National Volunteer Registry

ResearchMatch

- National Volunteer Registry
- Free to UCSF researchers
- IRB approval required
- Info and IRB instructions at [Recruit.ucsf.edu/researchmatch](https://recruit.ucsf.edu/researchmatch)



As of right now there are:



En Español



A Researcher's most important discovery might be you!

Medical discoveries are not possible without volunteers like **you**.

Researchers need your help! Health research changes people's lives every day, but many studies end early because there are not enough volunteers. We help by matching you with research studies. Researchers need both healthy people and people with all types of conditions. Everyone can be the perfect research match!

Join Now



Study Websites

You may already have a study website!

UCSF Clinical Trials

Search



Search Trials

explore 1645 studies at UCSF, including HIV/AIDS, Solid Tumor, High Blood

How Clinical Trials Work
What are clinical trials? Why should you join?



What to Expect
Interested in joining? Here

Who Can Join
How to tell if you can join a clinical trial



Our Researchers
From Nobel Prize winners to up-and-comers



UCSF Clinical Trials

Search Browse - About the site -

Search Trials

zsfg



6 results Show only recruiting

Strong Futures: A Trial of Two Primary Care Based Interventions to Promote Optimal Health in Latino Infants and Toddlers

now recruiting • related to Obesity, Health-Related Quality of Life
...Zuckerberg San Francisco General Hospital (ZSFG) Infants must be singletons...

Pragmatic Research of Acupuncture and Counseling eXtended to Inpatient Services

now recruiting • related to Solid Tumor, Pain
...or Zuckerberg San Francisco General (ZSFG) with a malignant solid...

Rehabilitation in Safety-net Settings for Patients With COPD

now recruiting • related to Chronic Obstructive Pulmonary Disease
...symptoms Language: English Care Center: ZSFG, Community Health Center clinics...

Therapeutic Vaccination in Treated HIV Disease

now recruiting • related to HIV/AIDS
...aminotransferase (ALT) \leq 2x ULN Zuckerberg San Francisco General Hospital (ZSFG) ...

Cardiac Recovery Through Dietary Support

now recruiting • related to Heart Failure
...failure care: Adults hospitalized at ZSFG with acute decompensated heart...

Esophageal Manometry During Recovery From Anesthesia: Pilot Study

now recruiting • related to Motility Function, Anesthesia
...procedures at both UCSF and SFGH. The use of manometry...

Tips:

- Check your listing at clinicaltrials.ucsf.edu
- Instructions to optimize: <http://tiny.ucsf.edu/ctoptimize>

Update your listing on clinicaltrials.ucsf.edu

UCSF has a [new clinical trials site](#) for the public to search trials and reach out to the study team. This resource is free and does not require IRB approval, but there are a few important steps to take to make sure that your studies are showing up correctly.

Here's how the tool works:

The UCSF Clinical Trials site pulls data from clinicaltrials.gov, where all clinical trials are already required to be registered. (No double entry of data!) The UCSF site uses a sophisticated search that incorporates type-ahead and spell correction. It has condition pages that are optimized for search engines like Google. For trials that are actively recruiting, prospective volunteers can send their contact information to the research team to find out about enrolling.

Updating your listing:

All studies listed as open on clinicaltrials.gov will be listed in [UCSF Clinical Trials](#). To optimize your listing, visit clinicaltrials.gov and ensure that:

- Enrollment status is up to date (Only recruiting trials can receive contact information)
- Site contact information is current, including email address
- The fields "Brief title" and "Brief summary" are written in plain language. These are the fields that are most visible when the data is piped into the UCSF site. Screenshot instructions on how to update these fields are available [here](#).

Recruitment Website Templates

Recruitment website templates

- Simple set-up process via Drupal Starter Kit
- Fill-in-the-blanks format for essential recruitment information
- Use Plain Language Summary to start
- Coming soon!



Does your child or adolescent suffer from migraines?

Children and adolescents ages 5-17 may be eligible to participate. Participation lasts 11 days and includes 3 visits to the UCSF Pediatric Headache Program.

Interested in learning more?

[CONTACT US](#)

Study overview



Condition Studied

Migraine in children and adolescents



Location

UCSF Gateway Medical Building, Pediatric Brain Center



Compensation

Up to \$300

What is the purpose of this study?

This is an observational study that will examine whether dietary supplement and vitamin levels in the urine drop the night before a migraine attack day compared to a non-headache day.

This study will help clarify the role of supplements in pediatric migraine, and may make it easier to predict whether taking a supplement will be helpful for migraine prevention for children in the future.

Am I eligible to participate?



You must...

- Have a child between the ages of 5 and 17
- Have a child who suffers from migraines
- You must be willing to attend 3 study visits to the UCSF Pediatric Headache Program.



You must not...

- Have a child who is already taking melatonin

Facebook (DIY and new service)

Social Media Recruitment Guide

Social Media Recruitment Guide

Tutorials on getting started with social media recruitment, covering:

- Benefits of social media advertising
- Planning and budgeting
- IRB submission



Top Social Media Platforms for Recruitment

Social media and online platforms such as Facebook, Twitter, and Google AdWords offer new opportunities for researchers to recruit study participants for clinical research studies. The [Pew Internet and American Life Project survey of social media use](#) found that in 2016 Facebook was the most widely used social network in the United States. Seventy-six percent Facebook users and 51% of Instagram users (51%) visit these sites at least once a day.

New Service: Social Media Recruitment

- PRP develops advertising strategy with study team
- Ads are posted on UCSF Research Facebook page managed by PRP
- Responses go to the study team
- Link to a study website or Qualtrics/RedCap screener for maximum efficiency

Submit a request: consult.ucsf.edu



Interested?

- Submit a consultation request consult.ucsf.edu
- Visit our website: <https://recruit.ucsf.edu/>
- Join our mailing list (via recruit.ucsf.edu)
- Contact us at prp@ucsf.edu

Free health literacy consultation

Highlighted Services

Quick Tips for Recruitment

EHR Recruitment

Planning and Budgeting

Social Media Recruitment Guide

Participant Recruitment Program

Need more help?
Visit our [Quick Tips Page](#)
Submit a [Consultation Request](#)

Contact:
Participant Recruitment Program
Director: Vanessa Jacoby, MD, MAS
Program Manager: Molly Belinski
Program Coordinator: Ruby Warnock
Email: PRP@ucsf.edu

Subscribe to our mailing list

* indicates required

Email Address *

First Name

Last Name

Subscribe

Events

Thank you!

Questions?

Links for more information

Resources - Diversity in Research Recruitment

[Video Tutorial: Diversity in Research Participation: why it's important](#)

[Webcast: Recruitment of Underrepresented Study Populations](#): This seminar featured speakers and panelists discussing the importance of including underrepresented populations in research, with tips and real examples of successful approaches and lessons learned.

[CTSI Consultation Services](#) offers consultations on all aspects of recruitment—including recruitment of underrepresented populations. The first hour is free! Visit consult.ucsf.edu to put in a request.

[Tips from research teams](#) on how to create strategies to include underrepresented populations in their research.

[Free Plain language consultations](#) to help ensure your research communications are readable, understandable, and actionable. The consultation is free and easy and can be done completely over email. At the end of the consultation you will receive a plain language summary of your study with easy-to-understand phrases that you can use in your recruitment materials.

[Recruitment materials image swap](#). Do the images in your recruitment materials reflect the diversity of the population you are trying to recruit? PRP is offering free stock images to promote diversity in recruitment materials.

[UCSF Center for Community Engagement](#) provides trainings and consultations on partnering with community organizations on collaborative research.