Creative Approaches to Study Recruitment

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BREATHE
Bridging Research Efforts and Advocacy Toward Healthy Environments

fresh
Freedom from Radon Exposure and Smoking in the Home
Disclosure

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Freedom from Radon Exposure and Smoking in the Home

Can Dual Home Screening Reduce Exposure?
In Memoriam....”I just did not know”

Lois, a never smoker, died from radon-induced lung cancer, September 2013
# Tobacco, Radon, & Lung Cancer

<table>
<thead>
<tr>
<th>Tobacco Smoke</th>
<th>Radon</th>
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<tbody>
<tr>
<td>◦ 85% lung cancer cases caused by tobacco smoke.</td>
<td></td>
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<tr>
<td>◦ 3,000 lung cancer deaths per year among nonsmokers from secondhand smoke</td>
<td></td>
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<tr>
<td>◦ 20,000 lung cancer deaths per year from radon exposure (only 2,100-2,900 among never smokers)</td>
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<tr>
<td>◦ Of those exposed to at least 4 pCi/L of radon, the risk of developing lung cancer is estimated at 62/1,000 for smokers and 7/1,000 for nonsmokers.</td>
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<tr>
<td>◦ Most never smokers with lung cancer are women.</td>
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Purposes of the Study

- Test the effects of FRESH on:
  - (a) home exposure to SHS and radon and the likelihood of taking action among homeowners.
  - (b) Teachable Moment psychosocial factors
- Examine the differential effects of home smoking on taking action.
- Explore impact of FRESH on renters
- Identify factors associated with use of monetary incentive for radon mitigation (*simulated tax credit*)
Study Design

- RCT with stratified sampling to ensure equal proportion of those exposed to SHS in the home
- Recruit homeowners ($n = 520$) and renters ($n = 47$) at UK Family Medicine Clinic & Pharmacy
- Baseline electronic survey ($\$10$)
- Intervention
  - Free home test kits for radon and SHS
  - Environmental feedback intervention post-results (8-10 weeks post-enrollment)
- Follow up online surveys to assess behavior change (3-9-15 mos; $\$20-\$30-\$40$)
- 17-month home testing
Recruitment Methods

- Cold approach in clinic or pharmacy
- Screen & schedule (immediate or delayed enrollment)
- Electronic strategies
- Earned media
Cold Approach

- Set up at UK Healthcare (with permission)
  - Kentucky Clinic Pharmacy, Family Medicine Clinic, Women’s Health, Pediatrics

- Screened potential participants for eligibility on paper/clipboard.

- Enrolled participants in a private area of the waiting room.

- Paused enrollment if called back to see healthcare provider.

- Dual screening
# Cold Approach

## ADVANTAGES

- Time to complete enrollment while waiting to see the healthcare provider or get prescription filled
- Referrals from physicians, nurses and office staff

## DISADVANTAGES

- Time-consuming/costly
- Repeat patients in the waiting areas
- Patients may be ill
Screen and Schedule

- Cold approach technique with the option to schedule an appointment for delayed enrollment
  - Targeted high volume areas that could not accommodate enrollment
    - Kentucky Clinic Lab and UK Employee Bus Stops

- Community and UK Events
  - UK Staff Appreciation Day, health fairs, community festivals or forums

- Working through partners
  - Tobacco Treatment Specialist, CCTS community engagement staff in Hazard and Morehead
Screen and Schedule

**ADVANTAGES**

- Access to clinical sites that could not accommodate enrollment needs (space issues)
- Flexibility in the recruitment schedule
- Less time-consuming for staff
- Partners well-connected (personal approach)

**DISADVANTAGES**

- Less likely to enroll if they scheduled a time to come back
- Community events unpredictable
Electronic Strategies

- Study Flyer
  - Lexington Homeowner Association
  - UK and UK Healthcare departments (PPD, Dining Services)
  - Listservs (U of L and UK)

- Social Media
  - Craigslist
  - Facebook

- Databases
  - Research Match and CROWD
  - Women’s Health Registry
  - Sanders Brown (mailings)
Electronic Strategies

QR Code and Electronic Screening Survey

- Flyers (Car and Standard)
- Postcards
- Posters
- Websites
- Newsletters

![QR Code Image]

![Screen Shot of Electronic Screening Survey]

*Thank you for your interest in the FRESH research study. Select your responses to the questions below by clicking in the boxes or circles or by typing responses in the boxes.*

**How did you hear about FRESH? (Click all that apply)**

- Email
- Event (please specify event name below)
- Social Media
- Flyer
- Newsletter
- Newspaper/Radio/Television
- ResearchMatch
- CROWD
- Word of mouth
- Other (please specify)
Electronic Screening Survey

397

164

Ineligible  Eligible
Car Flyers

Placed on cars at various UK parking lots and garages.
Take Action for a Healthy Home

Researchers at the University of Kentucky College of Nursing are conducting a study that may reduce the risk of lung cancer. Participants are invited to test their homes for radon and secondhand smoke and take action for a healthy home.

To learn more, visit our website: tinyurl.com/ukfresh-eligible

Research Investigator:
Ellen J. Hahn, PhD, RN, FAAN
Phone: 859-323-4587
Email: UKFRISH@LSV.UKY.EDU

If you are interested in taking part in this research study, own a single family home, are 21 years of age or older, and you or a member of your household smokes cigarettes, cigars or pipes, please contact us by phone or email or follow the link to see if you are eligible for the study.

http://tinyurl.com/ukfresh-eligible

Research participants will be compensated for taking part in the research study.

Postcards
Sent to select Lexington-Fayette homeowners.
Websites

Shared FRESH information on community websites (e.g., Homeowners’ Associations)

http://www.gb-ra.com/2015/03/take-action-for-a-healthy-home/
Newsletters

Homeowners’ Associations shared flyer in print newsletters.

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**Lansdowne Merrick Living**

Volume 18, Number 2
Janet Cropper, Editor

The official newsletter of the Lansdowne-Merrick Neighborhood Association

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**Take Action for a Healthy Home**

Researchers at the University of Kentucky College of Nursing are conducting a study that may reduce the risk of lung cancer. Participants are invited to test their homes for radon and secondhand smoke and take action for a healthy home.

If you are interested in taking part in this research study, own a single family home, are 21 years of age or older, and you or a member of your household smokes cigarettes, cigars or pipes, please contact us by phone or email or follow the link to see if you are eligible for the study:

http://tinyurl.com/ukfresh-eligible

Research participants will be compensated for taking part in the research study.

Research Investigator: Ellen J. Hahn, PhD, RN, FAAN
Phone: 859-323-4587
Email: UKFRESH@Lsv.uky.edu
Electronic Strategies

ADVANTAGES

- Reach potential participants without time-consuming face to face approaches
- Potential participants screen themselves
- Email alert when someone is eligible = quick response time

DISADVANTAGES

- Need to promptly respond to participants
- Participants may not be within affordable or practical traveling distance
- Extra steps for potential participants
- Potential participants need access to electronic methods
Earned media

- Articles in various outlets
  - UK Now, UK Housecalls, In the Loop, Vital Signs, Herald-Leader, UK Alumni Association

- Mention FRESH in existing relevant communications
  - Presentations, television interviews
FREE testing for radon and smoke

The UK College of Nursing, as part of its clinical research trial called Freedom from Radon Exposure and Smoking in the Home (FRESH), is offering free testing for radon gas and secondhand smoke in homes in Kentucky and elsewhere. To see if you are eligible for the research study, send an email to UKFRESH@lsv.uky.edu or call 859-323-4587.
Percent of Enrollments by Recruiting Method

*Electronic screener was used for participants enrolled using this method.*
Comparative Effectiveness of Cold Approaches vs. Electronic Methods

*6370 were approached for a screening rate of 31%
# Reasons for Refusals

<table>
<thead>
<tr>
<th>Row Labels</th>
<th>Count of Person refused screening questions because:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Called back for appointment before screening could begin</td>
<td>61</td>
</tr>
<tr>
<td>Children present</td>
<td>57</td>
</tr>
<tr>
<td>Chronic health issues</td>
<td>44</td>
</tr>
<tr>
<td>Does not want to know radon level</td>
<td>20</td>
</tr>
<tr>
<td>Moving</td>
<td>43</td>
</tr>
<tr>
<td>No reason given</td>
<td>399</td>
</tr>
<tr>
<td>Not feeling well</td>
<td>210</td>
</tr>
<tr>
<td>Not interested</td>
<td>4126</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>30</td>
</tr>
<tr>
<td>Radon not a problem</td>
<td>175</td>
</tr>
<tr>
<td>Smoking Status</td>
<td>604</td>
</tr>
<tr>
<td>Too busy</td>
<td>233</td>
</tr>
<tr>
<td>Unable to understand</td>
<td>230</td>
</tr>
<tr>
<td>Will be too time-consuming</td>
<td>138</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>6370</strong></td>
</tr>
</tbody>
</table>
How did you hear about the FRESH Study

- CROWD
- Postcard
- Newspaper/Radio/Television
- Other
- Newsletter
- Word of Mouth
- Website/Internet
- Craigslist
- Social Media
- Flyer
- Email
- Event

[Bar chart showing the distribution of how respondents heard about the FRESH Study]
Conclusions

- **Cold Approach**
  - Most effective
  - Time-consuming & costly

- **Screen and Schedule**
  - Accessibility and Flexibility
  - Needed better data capture procedures

- **Earned Media**
  - Practical
  - Low to no yield

- **Electronic Strategies**
  - May be helpful for hard-to-reach groups
  - Implemented after recruitment began
Questions?

For more information, contact us:

- 859-323-4587
- UKFRESH@LSV.UKY.EDU