

# AD Genetics Study Recruitment

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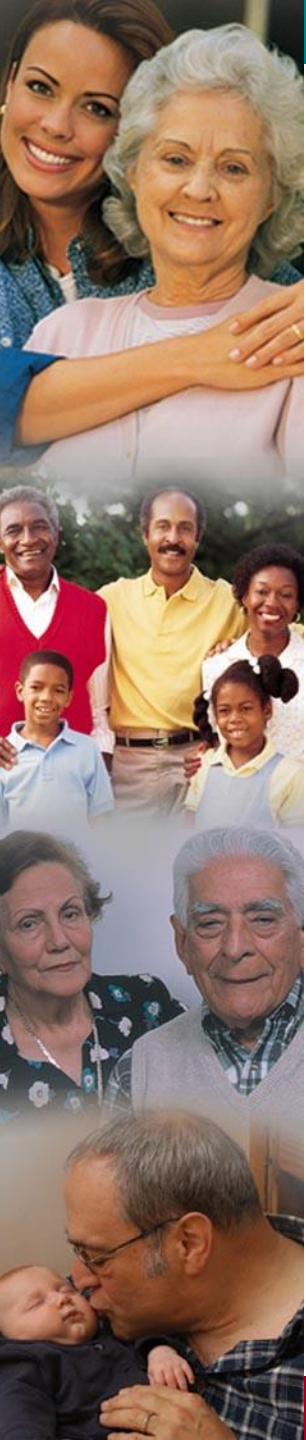


National Institute on Aging  
National Institutes of Health



# AD Genetics Study

- Nationwide study, recruiting 1,000 families with at least 2 siblings with late-onset AD
- Partnership with Alzheimer's Association



# Recruitment Challenges

- Anticipate having to do broad outreach to get sufficient number of eligible families
- Conducted focus groups to discuss barriers & incentives
- Developed materials to support national recruitment effort



# Recruitment Tool Kit

- Basic recruitment manual
- Brochure & family talking points flyer
- PowerPoint presentation  
not a lecture on genetics, a recruitment presentation
- Templates for materials to customize for local use: flyer, letters, news release, ads, PSAs, etc.
- Background materials
- CD with electronic versions of materials



# Collaboration with Alzheimer's Association Chapters

- Partnership with Association
  - joint news release
  - talks to Association leadership & members
  - support for focus groups
- Tool kits will also be distributed to chapters
- AD awareness month activities
- Other opportunities to partner