

**Recruitment and Retention:
Challenges and Opportunities for the Alzheimer Disease Centers**
(October 4, 2007 – Hyatt Regency Hotel, Bethesda, MD)

8:00 – 8:30	Registration and Continental Breakfast
8:30 – 8:45	<p><i>Welcome, background and acknowledgement of collaborators for this meeting</i> (Midwest Consortium of Ed Cores; Ed Core Steering Committee; NIA; Alzheimer's Association; Sponsors)</p> <p>Mary Guerriero Austrom, PhD, Department of Psychiatry, Indiana Alzheimer Disease Ctr, Indiana University</p>
8:45 – 9:00	<p><u>NIA Outreach to Minority and Health Disparity Populations: Can a Toolbox be Far Behind?</u> J. Taylor Harden, PhD, National Institute on Aging</p>
9:00 – 10:00	<p>Keynote Address: <u>The Importance of Inclusion</u> Peggye Dilworth-Anderson, PhD, University of North Carolina</p>
10:00 – 10:15	Coffee break
10:15 – 11:00	<p><u>Recruitment: What We Know, What We Don't</u> Jason Karlawish, MD, Penn Memory Center, University of Pennsylvania</p>
11:00 – 12:00	<p><u>"M" Matters: What's (Social) Marketing and Media Got to Do with It?</u> Pattie Yu, MA, and Karen Waller, MBA, GYMR Public Relations, Washington DC</p>
12:00 – 1:00	Lunch (provided)
1:00 – 2:30	<p>Interactive Exercises in Recruitment (facilitated group work on building plans for recruiting to different types of studies):</p> <ul style="list-style-type: none"> • <u>Attitudes of African Americans about Participation in Biomarker Research</u> Dorothy Edwards, PhD, Univ. of Wisconsin, Madison • <i>Recruiting for Patient/Control Longitudinal Studies vs. Clinical Trials</i> Lisa Gwyther, MSW, Bryan ADRC, Duke University • <u>Multi-cultural Recruitment and Retention Strategies</u> Dolores Gallagher-Thompson, PhD, Stanford VA Medical Center • <i>Doing the "Texas Two-Step" in Oklahoma: AD Study Participation in the Choctaw Nation</i> Margaret Higgins, MS, AD Center, UT Southwestern • <i>Recruiting for Caregiver Intervention Studies</i> Mary Mittelman, Dr PH, AD Center, New York University
2:30 – 2:45	Break
2:45 – 3:45	<p>Collaborative Recruiting Models:</p> <ul style="list-style-type: none"> • <u>The Alzheimer's Association's Clinical Studies Initiative: A Model for Raising Physician and Community Awareness</u> Paula Moore, Alzheimer's Association • <u>Using the Alzheimer's Association Helpline as a Recruitment Tool</u> Mary Guerriero Austrom, PhD
3:45 – 4:45	<p>Closing Keynote: <u>Now That We Have Them, How Do We Keep Them?</u> Carol Mangione, MD, Univ. of California Los Angeles</p>
4:45 – 5:00	Wrap-up and evaluation: Mary Guerriero Austrom, PhD