

# NIA UPDATES

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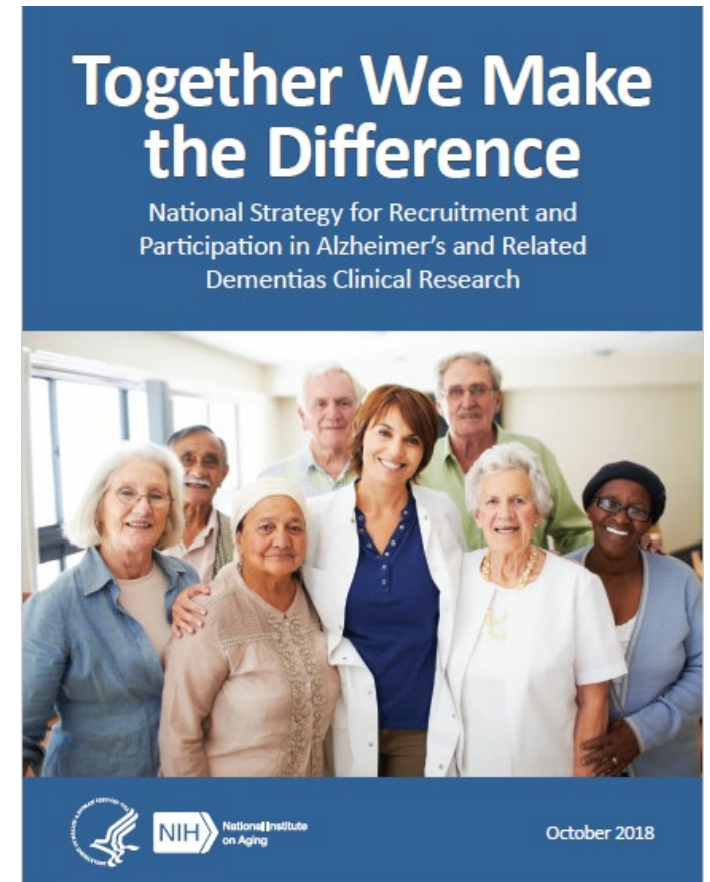
Outreach, Recruitment and Engagement Core Meeting

October 11, 2019

# National Strategy for Recruitment and Participation in Alzheimer's & Related Dementias Research

## GOAL:

- Engage broad segments of the public in Alzheimer's and related dementias research
- Focus on underrepresented communities
- Assist studies in successfully and more quickly enrolling and retaining people in studies to better understand and eventually cure these disorders.



<https://www.nia.nih.gov/research/recruitment-strategy>

Alzheimer's Disease and Related Dementias

# **Clinical Studies Recruitment Planning Guide**

<https://www.nia.nih.gov/sites/default/files/2019-05/ADEAR-recruitment-guide-508.pdf>

# NIA Recruitment Strategies Update

Recently completed:

- Set of videos to increase awareness of AD/ADRD clinical research
- Suite of outreach materials to increase awareness of AD/ADRD clinical research among African Americans (videos, social media messages, print ads, outreach guide)
  - **ALL MATERIALS WILL BE AVAILABLE VIA NIA'S ADORE WEBSITE BY THE END OF 2019**

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Just kicked off (to be completed this fiscal year):

Task A: Develop AD/ADRD clinical research outreach materials for Latino populations

Task B: Identify feasible community-based models to support participant enrollment into NIA-funded AD/ADRD clinical research studies

Task C: Develop a web-based tool to increase community stakeholders' access to outreach materials and strategies that can be tailored and branded locally

- **ONE-PAGE FLYERS DESCRIBING EACH TASK ARE AVAILABLE IN YOUR PACKETS**





**Alzheimer's and Dementia Outreach, Recruitment,  
and Engagement Resources**

[www.nia.nih.gov/research/ADORE](http://www.nia.nih.gov/research/ADORE)

# PAR-18-749: Examining Diversity, Recruitment and Retention in Aging Research

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Collaborative  
Teams

Innovative  
Outreach

Recruitment  
Infrastructure

**Diverse Volunteers**

Research  
Resource

Enrolling in NIA funded clinical research

