# 2023 ORE Core Session

FROM IDEAS TO IMPLEMENTATION

INDIANA ALZHEIMER'S DISEASE RESEARCH CENTER

IDEAS: The Art Behind the Science of Outreach, Engagement, & Recruitment

Listening *for* stories, not *to* them

"Long before I wrote stories, *I listened for stories*. Listening for them is something more acute than listening to them. I suppose it's an *early form of participation in what goes on*."

-*Eudora Welty*, short story writer
(Italics added for emphasis.)

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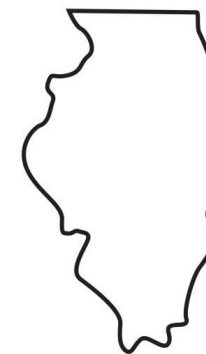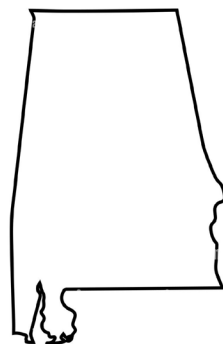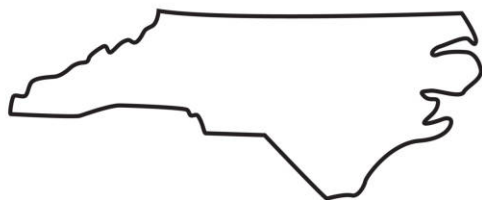
IMPLEMENTATION: The Science behind the Art of Outreach, Engagement & Recruitment

Incorporating outreach and recruitment metrics in UDS v4

"*When you have mastered numbers, you will in fact no longer be reading numbers, any more than you read words when reading books. You will be reading meanings.*"

-*W.E.B. Du Bois*, founder of NAACP
 (Italics added for emphasis.)

23. Principal referral source

- ☐1 Self
- ☐2 Non-professional personal contact who is not a current or previous ADRC participant (*e.g., spouse/partner, relative, friend, coworker*)
- ☐3 Current or previous ADRC participant (**END FORM HERE**)
- ☐4 ADRC clinician, staff, or investigator (**END FORM HERE**)
- ☐5 Non-ADRC healthcare professional (*e.g., clinician, nurse, social worker*) (**END FORM HERE**)
- ☐6 Other research study clinician/staff/investigator (*non-ADRC; e.g., ADNI, Women's Health Initiative, LEADS, ALL-FTD*) (**END FORM HERE**)
- ☐8 Other (**SPECIFY**): _____ (**END FORM HERE**)
- ☐9 Unknown (**END FORM HERE**)

24. If the referral source was self-referral or a nonprofessional contact, how did the referral source learn of the ADRC?

(choose most relevant option)

Community outreach event
- ☐1 ADRC sponsored event
- ☐2 Event sponsored by an external organization (*e.g., Alzheimer's Association event, institution sponsored venue, community health fair, professional conference*)

Other ADRC outreach
- ☐3 Newsletter (*mailed or digital*)
- ☐4 Study flyer/brochure (*mailed or digital*)
- ☐5 Center website
- ☐6 Center social media (**SPECIFY**): _____
- ☐7 Center registry (**SPECIFY**): _____

Other registries, websites, organizations, or media promotions
- ☐8 Website (**SPECIFY**): _____
- ☐9 Media (**SPECIFY**): _____
- ☐10 Registry (**SPECIFY**): _____
- ☐88 Other (**SPECIFY**): _____
- ☐99 Unknown

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Connecting with Bilingual & Multilingual Communities

Ideas: Reflections on how ORE Cores can build and maintain meaningful relationships with bilingual and multilingual communities

Implementation: How ORE Cores can prepare for the rollout of Spanish and Chinese UDS v4 and collaborate with other Cores during the rollout

Bilingualism and Cognitive Aging: Why Does It Matter?

Miguel Arce Renteria, PhD, Columbia ADRC

Reaching Out, Assessing In: Insights from Recruiting and Evaluating Chinese Americans

Boon Lead Tee, MD, MA, UCSF ADRC

***Bienvenidos al* ADRC**

Marianne Chanti-Ketterl, PhD, Duke/UNC ADRC

Panel Discussion

Intentional Engagement for Health and Research Equity:

Beyond Barbershops, Pulpits, and Health Fairs

Ideas: Reflections on outreach and recruitment strategies of diverse communities in novel settings

Implementation: Building and refining these novel strategies to engage new partners in at other sites to more broadly accelerate diverse research enrollment in multisite studies

Introduction
Monica Parker, MD, Emory ADRC

Promoting Cognitive Research and Clinical Trial Recruitment Engagement Through Collaborations Developed by A Cardio Cog Clinic
Neelum Aggarwal, MD, Rush ADRC

How About I Come to You? Recruiting and Studying Diverse Research Samples in Their Communities

James Galvin, MD, MPH, 1Florida ADRC

Engaging Communities in the Deep South

Olivio Clay, PhD, UAB Exploratory ADRC

Panel Discussion
Guest Panelist: William Hu, MD, PhD, RWJ Medical School Institute for Health, Health Policy, and Aging Research