RECRUITMENT OF DIVERSE POPULATIONS, LESSONS LEARNED FOR NEUROIMAGING

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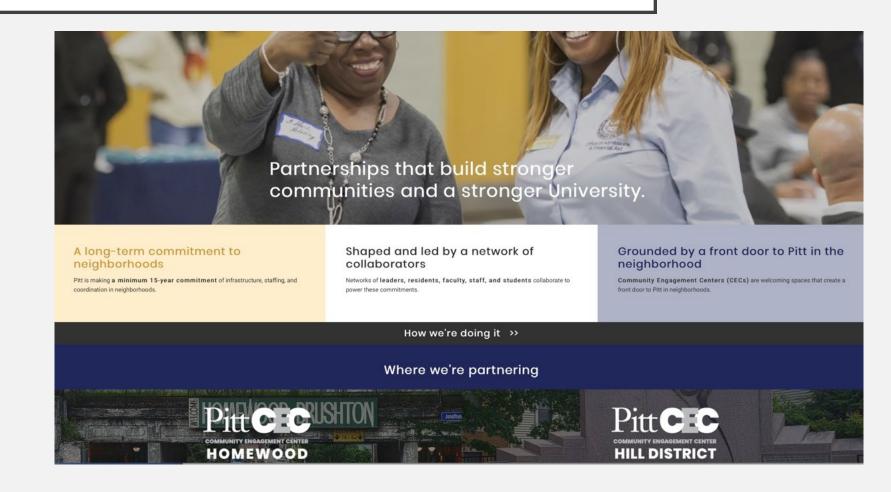


PITTSBURGH EXPERIENCE IN URG RECRUITMENT FOR AGING

- Connectomics in Brain Aging
 - Longitudinal neuroimaging and cognition study
 - Recruitment goals age 50-89, 50% female, 50%
 African American
 - At first study cycle end (2016-2021); 237 enrolled;
 52% African American, 70% female
 - African American group tended to be younger than white group.
 - Primary recruitment sources: UPITT ADRC;
 Community online registry

LESSONS LEARNED FROM COBRA

- Pitt Plus Me
 - Need diversity within URG
 - Allows focus on individuals who aren't participating in studies.
 - Allows targeted recruitment, including social media advertising



LESSONS LEARNED FROM COBRA

- Flexibility
 - Lack of consistent contact means- phone numbers, internet access
 - Creative scheduling
- Need for respectful educational process about research procedures
 - Don't automatically assume a community will not participate in particular procedures
 - Part of trust building process is to spend time explaining why procedure is needed and not just assuming you have to forego some procedures.
 - Results disclosure options
 - Even just providing images from the MRIs was a big hit!

LESSONS LEARNED FROM COBRA

- Transportation!
 - Our no-show rate went from 50% to 20%
- Providing multiple meals, especially cafeteria vouchers where participants can take home leftovers
- Compensation remains an issue
- Identification of resources for participants
 - Utilizing suggestions to the field by Manly et al., for social worker involvement in outreach and recruitment
 - Child-care options
 - Psychiatric support and care

THANK YOU!



