

RECRUITMENT OF DIVERSE POPULATIONS, LESSONS LEARNED FOR NEUROIMAGING

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National Institute on Aging
Designated
Alzheimer's Disease
Research Center

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



Partnerships that build stronger communities and a stronger University.


A long-term commitment to neighborhoods
Pitt is making a **minimum 15-year commitment** of infrastructure, staffing, and coordination in neighborhoods.

Shaped and led by a network of collaborators
Networks of **leaders, residents, faculty, staff, and students** collaborate to power these commitments.

Grounded by a front door to Pitt in the neighborhood
Community Engagement Centers (CECs) are welcoming spaces that create a front door to Pitt in neighborhoods.

How we're doing it >>

Where we're partnering



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!



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