

# Recruitment Resources

Research Services  
Fair, September 23,  
2019



**Stephen Anton, PhD, Associate Professor and Chief, Division of Clinical Research, Department of Aging and Geriatric Research**



**Linda B. Cottler, PhD, MPH, Founder and Director of HealthStreet, and Dean's Professor and Founding Chair, Department of Epidemiology, COM and PHHP**



**Janice L. Krieger, PhD, Director of STEM, Translational Communication Center, UF College of Journalism and Communications**



**Holly Morris, RN, MSN, CCRC, CHRC, CTSI  
Director of Research Services**

## Leadership

## Team



**Deaven Hough, MA**



**April Braxton**



**Bob Kolb, RN, MS, CCRC**



**Tiffany Pineda**



# Expectation vs. Reality

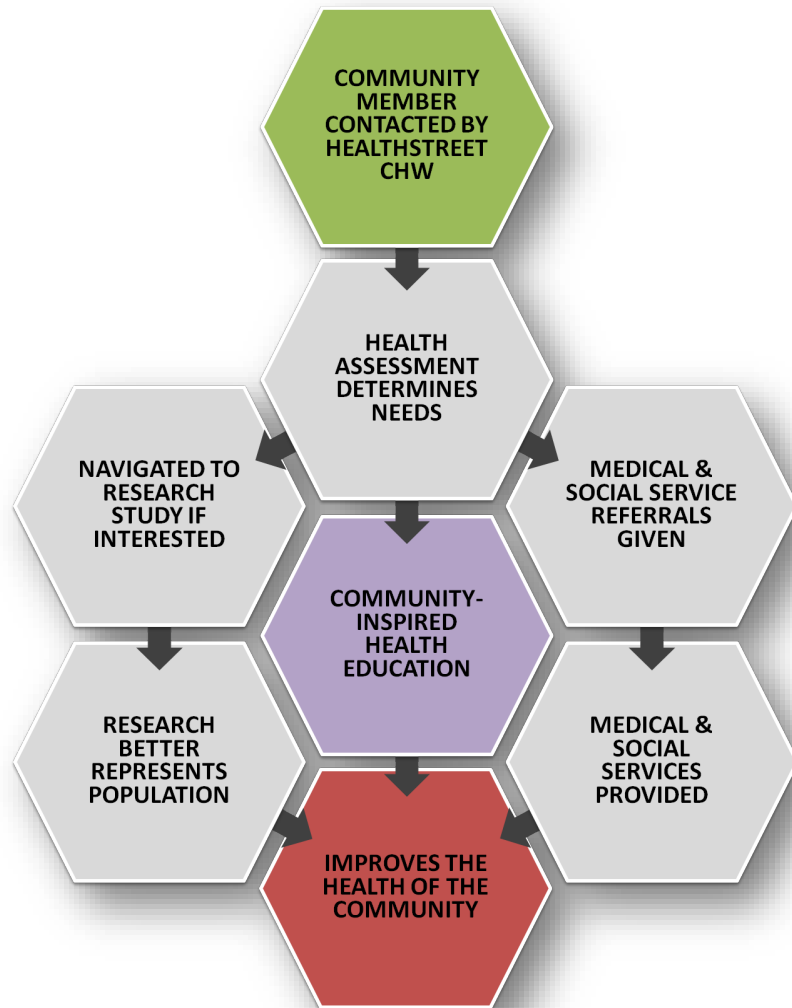


# You are not alone.

A [top reason](#) for health research study termination is the failure to recruit participants.

# **Our Services**

# HealthStreet



- UF community engagement program connecting residents to research and resources
- 11,400+ members in the cohort
- Increases community trust in research through meaningful collaboration
- No cost consultation/feasibility analysis
- Cost associated with targeted recruitment

# HealthStreet



## Community Health Workers (CHW)

- Our Community Health Workers (CHW) are the foundation of the HealthStreet model
- CHWs assess health conditions, health concerns and research perceptions of community members
- CHWs provide referrals to medical and social services
- CHWs go out into the community where people live, work, learn, gather, pray and play
- CHWs build trust and share the importance of being involved in research opportunities at UF



# UF Health study listing

The screenshot shows the UF Health website with a navigation bar at the top containing links for Healing, Learning, Discovery, Community, and a link to visit the University of Florida. Below this is a search bar and social media icons. A secondary navigation bar includes Patient Care, Education, Research (selected), Community, and About Us. The main content area displays a research study titled "Field evaluation of two topically applied insect repellent products containing IR3535 against mosquitoes in Florida". The study description states they are seeking volunteers to test a lotion (20% IR3535) and a wipe (20% IR3535). A sidebar on the left lists various research-related links, and a right sidebar provides information on how to be an informed participant and who to contact.

UFHealth Healing Learning Discovery Community visit University of Florida

Jobs Make a Gift News Contact Transfers

Search UF Health

CALL US: 1-352-733-0111

Home Research Research Studies & Clinical Trials

Research Studies & Clinical Trials

Centers and Institutes

Research Administration & Oversight

Resources & Support

Funding Opportunities

Collaboration Opportunities

Technology Licensing & Entrepreneurship

Career Development

## Field evaluation of two topically applied insect repellent products containing IR3535 against mosquitoes in Florida

### Purpose

We are seeking volunteers for participation in a study of insect repellents and how they will prevent bites from mosquitoes in a field setting. You will be asked to test a topically applied insect repellent containing IR3535 for its ability to stop mosquitoes from biting.

There are two products to be tested: a lotion (20% IR3535) and a wipe (20% IR3535). Although the product is not EPA registered yet, many products containing the active ingredient IR3535 have been approved to date.

Interested? Contact Emma Weeks:

- eniweeks@ufl.edu
- 352.273.3954

### Procedures

- Visit 1: Screening and paperwork
- Visit 2: Mosquito attachment test and testing

### Be an Informed Participant

Before deciding to participate in a research study, take time to learn about clinical research, how it's conducted and your rights as a research participant. Following are some helpful resources from independent sources. Always remember that a clinical research study is research, not treatment.

- Clinical Research Education Center
- NIH Clinical Research Trials and You

### Know Who to Contact

- Eligibility:** For questions about a specific study and who is eligible to participate, call or email the contact person listed

- UF Health recruiting research studies and clinical trials
- Over 15,000 searches for studies in 2018
- UF IRB approval
- No cost for this service
- [Submit study online](https://www.ufl.edu/research/studies/clinical-trials/) or email [deavenf@ufl.edu](mailto:deavenf@ufl.edu)
- Google Analytics can be provided



# Jax study listing



The screenshot shows the Jax Clinical Trials Search interface. At the top is a navigation bar with links: Home, Research, Search Clinical Trials, Overview, About Clinical Trials, and Search Clinical Trials (highlighted). The main content area is titled "Clinical Trials Search" and includes a search bar with the keyword "heart". Below the search bar, there is a list of clinical trials, each with a title and a brief description. The list is paginated, showing 1 to 5 of 15 results. The first five results are:

- A Clinical Evaluation of Absorb™ BVS, the Everolimus Eluting Bioresorbable Vascular Scaffold in the Treatment of Subjects with de novo Native Coronary Artery Lesion (ABSORB III)
- A Phase 3, Multicenter, Double-blind, Randomized, Placebo-controlled, Parallel-group Study to Investigate the Efficacy and Safety of CSL112 in Subjects with Acute Coronary Syndrome –the AEGIS-II Study
- AMG 423 20110203: A Double-blind, Randomized, Placebo-controlled, Multicenter Study to Assess the Efficacy and Safety of Omecamtiv Mecarbil on Mortality and Morbidity in Subjects with Chronic Heart Failure with Reduced Ejection Fraction
- A Randomized Comparison of Platelet Inhibition Using a Low Maintenance Dose Ticagrelor Regimen Versus Standard Dose Clopidogrel in Diabetes Mellitus Patients Without Prior Major Cardiovascular Events Undergoing Elective Percutaneous Coronary Intervention: The OPTIMUS (Optimizing Antiplatelet Therapy in Diabetes Mellitus)-6 Study
- A Randomized, Double-blind, Placebo-controlled, Parallel-group, Multicenter Study to Demonstrate the Effects of Sotagliflozin on Cardiovascular and Renal Events in Patients with Type 2 Diabetes, Cardiovascular Risk Factors and Moderately Impaired Renal Function

Submit your study using this form:

<https://hscj.ufl.edu/research/ResearchStudyListingForm.aspx>

# IDR, i2b2 & Consent2Share

- Want to send materials out to participants or primary care providers? We can help!

Do you use tobacco products?



Researchers at the University of Florida are conducting a study to learn more about your experience as a tobacco user.

Compensation provided.

---

#### To participate in the study, you must...

- Be 18 years of age and older
- Live in a rural community in Florida
- Use a tobacco product including cigarettes, vaporizers/e-cigs, hookah, dry tobacco, cigars, and snuff/snus

*Additional criteria may apply.*

---

#### Additional study details

- You will be asked to participate in one in-person interview (lasting about 60 minutes)
- Live in a rural community in Florida
- Use a tobacco product including cigarettes, vaporizers/e-cigs, hookah, dry tobacco, cigars, and snuff/snus
- \$25 compensation provided after the interview

**If you are interested in participating, please contact the study team:**

- Email: [uftobaccostudy@hhp.ufl.edu](mailto:uftobaccostudy@hhp.ufl.edu)
- Phone: 352-403-0580

*Why am I getting this email? During a past clinic visit, you signed a consent form telling us you were interested in being contacted for future research that you might qualify for. If you have questions about this process please contact the study team: [uftobaccostudy@hhp.ufl.edu](mailto:uftobaccostudy@hhp.ufl.edu) and 352-403-0580.*

# ResearchMatch



A research team with Vanderbilt University in Nashville, TN, believes you might be a good match for the following study:

[ message to volunteer goes here ]

If you are interested in this study and having the research team contact you directly, please select the "Yes, I'm interested" link below. By clicking the "Yes, I'm interested" link, your contact information will be released to the research team. If you select the "No, thanks." link or do not respond to this study message, your contact information will not be released to the research team.

[Yes, I'm interested!](#)

[No, thanks.](#)

You are receiving this email message since you have registered in the ResearchMatch registry. Should you wish to edit your profile or remove your contact information from this registry, please login [here](#).

- A national registry of 100,000+ volunteers interested in learning about and participating in research
- Investigators recruit for studies and contact participants through the website at no cost
- Recruitment Center can assist investigators with getting their study onto the site
- 1,900 volunteers within 100 miles
- Need IRB approval (we have a template to help)

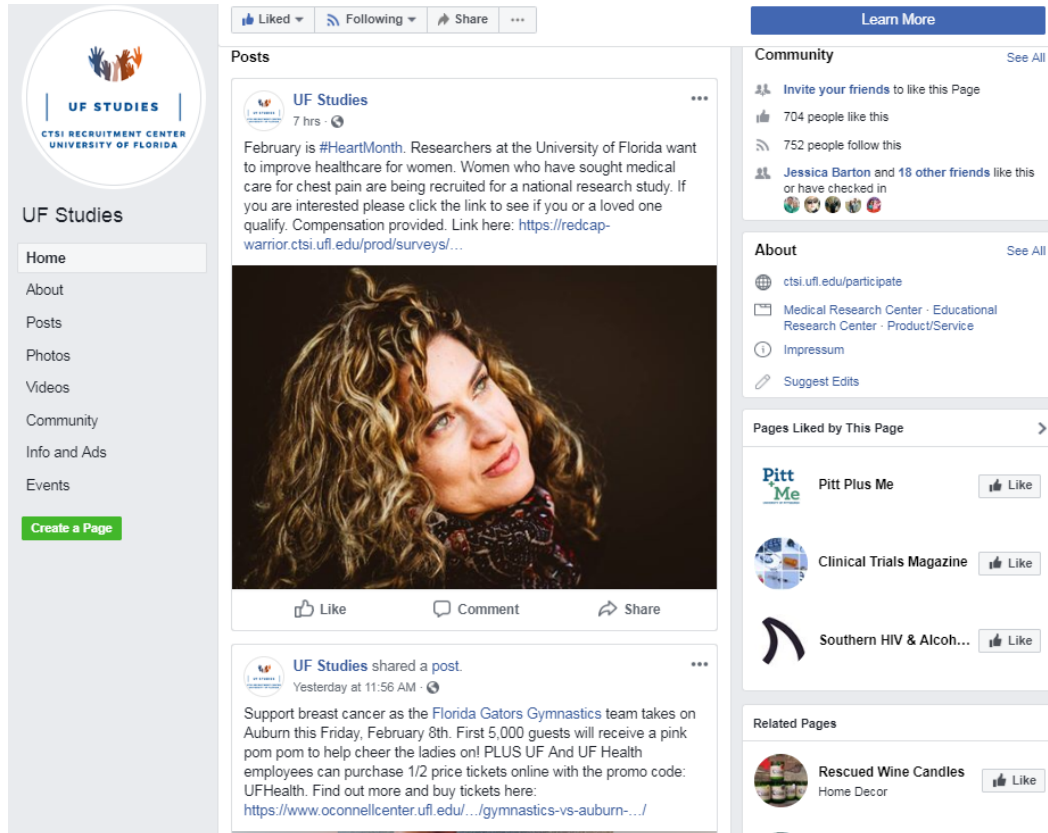
**Who is familiar with the social media guidelines?**



# In a nutshell...

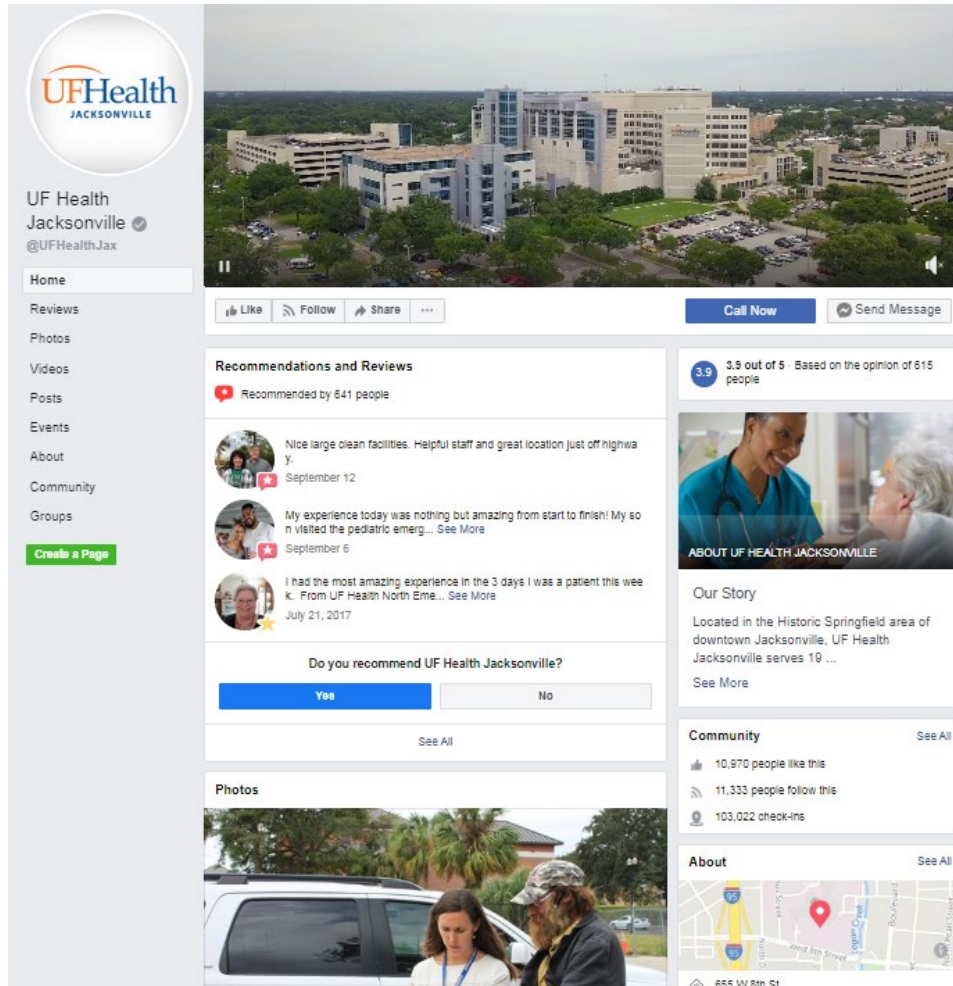
- You can use Facebook to recruit research participants, you are just limited in how you can use it
- It took a lot of people and a lot of time to make this happen
- There are several ways you can do this, specifically, with paid advertising

# UF Studies



- Through the CTSI Recruitment Center
- 2 hour no cost consultation (we go over all your recruitment options)
- If Facebook is a feasible option, we create a comprehensive plan that includes headlines, post text and images
- We launch, monitor and report ad metrics
- Cost for this service, but vouchers are available
- We need you to submit the plan to the IRB and report enrollment

# UF Health Jax



- Want to run ads on UF Health Jacksonville Facebook page?
- Case-by-case basis
- Contact Bonnie Steiner:
  - [Bonnie.Steiner@jax.ufl.edu](mailto:Bonnie.Steiner@jax.ufl.edu)
  - Ext. 9735

# Examples



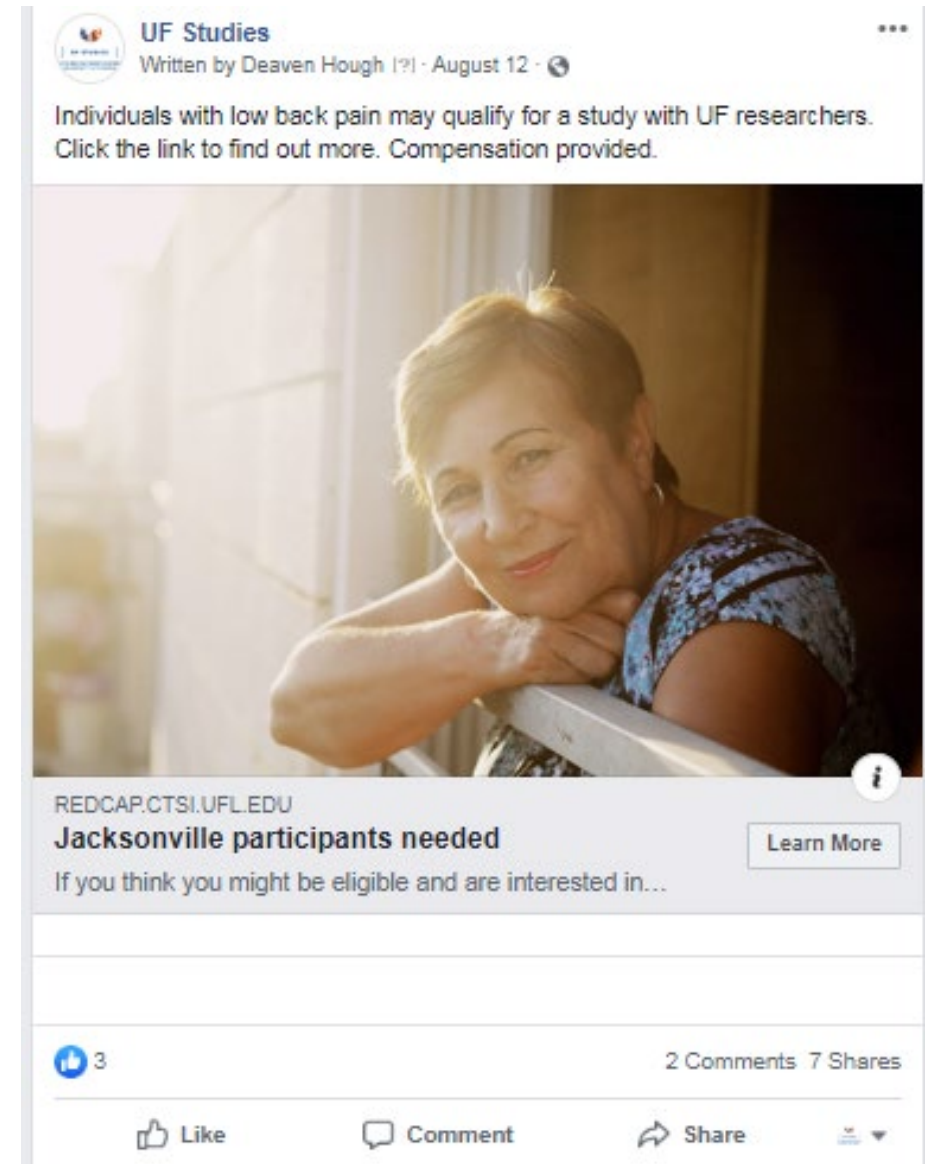
# So does it work?

- 33 campaigns
- 22,977 clicks
- 317,178 people reached
- 2,387 people inquired
- 614 participants enrolled

Great potential for rural participants

# Jacksonville back pain study (*ongoing*)

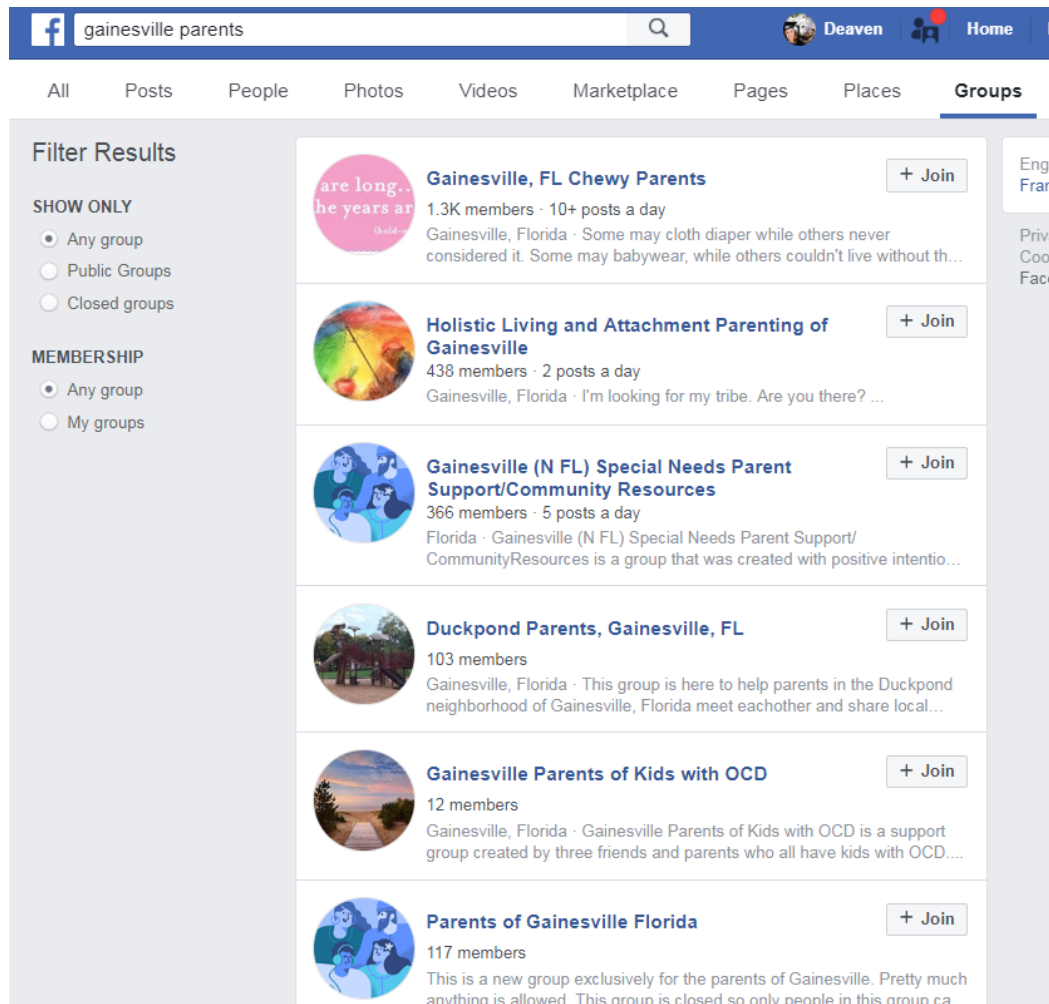
- \$250 budget
- 175 clicks to REDCap survey
- 3,726 people reached
- 25 completed surveys, 4 eligible, 2 enrolled



# Want to run Facebook ads?

- Remember you have two options:
  - A UF/UF Health approved FB account (like UF Health Jax)
  - UF Studies
- Two areas for placement:
  - Right column (simple, no interaction)
  - Newsfeed (complex, interactive)
- You cannot run ads through your personal Facebook account or through a page not approved by UF/UF Health

# More social options

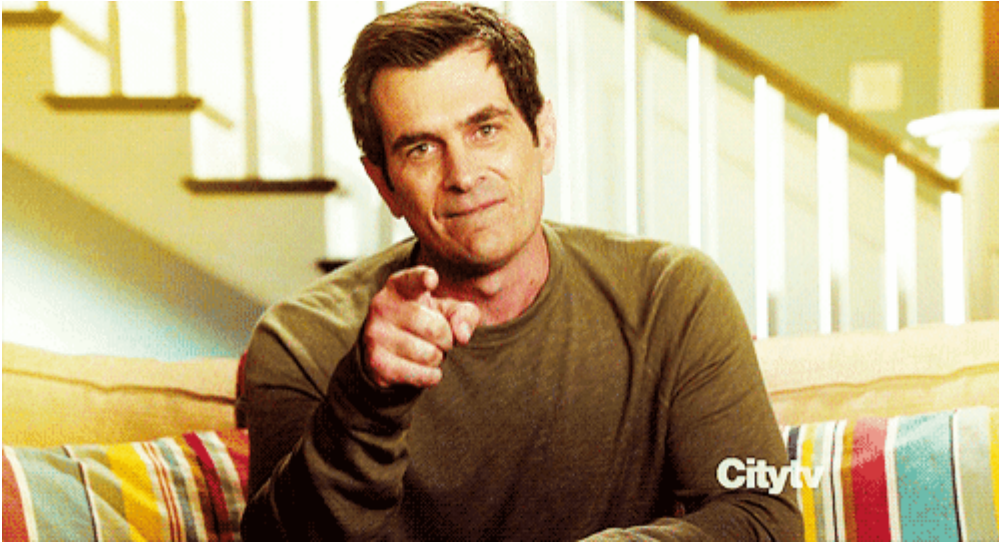


- Recruit through private groups/pages
- RC team provides guidance + templates



Guidelines are available:  
**<http://research.ufl.edu/hrpp.html>**  
under the first section, HRPP  
Policies & Guidelines

# Additional services



- Conduct audience analysis
- Analyze flyer design, messaging and templates
- Analyze study website
- Test messaging with Citizen Scientists
- Informed consent strategy and design
- Phone and email script guidance

# Here's how it works

- 2 hour no cost consultation
- RC team provides a plan and cost estimate
- Study team agrees and accepts
- RC team launches services
- Study team shares enrollment data

**Thank you**

**For consultation requests + questions contact:  
[deavenf@ufl.edu](mailto:deavenf@ufl.edu)**



# Elements of a social media plan for IRB\*

## Sites you can use:

- Official UF or UF Health social media accounts (approval of account manager required)
- If applicable: Public or private groups

## Mockup of materials

- Images
- Text
- Description of placement
- Links
- If applicable: targeting criteria for paid ad campaigns

## Personnel + page management:

- Statement acknowledging adherence to site terms and policies
- Who will monitor, post and respond to comments and inquiries
- Process and language for responding to comments or messages

## If applicable:

- Privacy, data security and identity verification for private messaging
- Plan for storage and use of any identifiable data to be collected through social media site during recruitment