



**Northern Illinois  
University**

**Consumer-Centered Recruitment Approach for  
Midlife SAI women into Health Promotion Research**

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# Disclosure



- **Authors:** Manju Daniel, Mary Elaine Koren, Alex Daniel and Preeti Upadhyay
- Learning objectives:
  - To identify culturally sensitive consumer-centered recruitment approach for recruiting minority women
  - To discuss the impact of culturally sensitive consumer- centered recruitment approach in reducing inequalities in healthcare
- There is no **conflict of interest** in this presentation
- **Employer:** Northern Illinois University School of Nursing and Health Studies
- **Funded by:**
  - Joan Wood Research Award: Northern Illinois University School of Nursing and Health Studies

# Background



- Proportionate mortality ratio for Ischemic heart disease
  - 1.12 SAI women v 0.92 events
- Prevalence of diabetes
  - 14 % for SAI women v 9.0% national average
- The SAIs are the second largest Asian immigrant group in the U.S.
- Gap: Limited evidence regarding impact of consumer-centered recruitment approach among SAI women

# Purpose



- To explore the efficacy of a culturally relevant consumer-centered approach for recruiting midlife South Asian Indian Immigrant women into a research study that focused on physical activity as a lifestyle modification for health promotion

# Method



- **Design**
  - Descriptive qualitative
- **Eligibility**
  - Age between 40 and 65
  - Immigrated directly from India
  - Fluent in English or Hindi
  - No disability that interfered with walking
  - Sent or received at least one text message a month
- **Sample**
  - 40 midlife SAI women

# Method: Multi-faceted Consumer-centered Recruitment Approach



- **Direct Recruitment Approach**
  - **Face to face interaction: SAI community presentations**
    - » Faith based organizations
    - » Six presentations
    - » Temple: 1 in English, 1 in Hindi
    - » Church: 1 in Hindi
    - » Gurudwara: 3 in Punjabi

# Method: Direct Recruitment Approach (cont.)



- **Direct Recruitment Approach**
  - **Face to face interaction: SAI community presentations**
    - » Non-faith based organizations
    - » Three presentations (English)
    - » Indian hair salon: 1 in English
    - » Indian community organization: 1 in English
    - » Professional organization conference: 1 in English

# Method: Direct Recruitment (cont.)



- **Face to face interaction: Event participation**
  - Biennial health fairs
- **Face to face interaction: Flyer distribution**
- **Reminder phone calls (n=23)**
  - Punjabi, Hindi, and English language
  - One week prior
  - One day before
- **E mail message (n=17)**
  - One week prior
  - One day before



# Method: Indirect Recruitment



- **Community stakeholders**
  - During community presentations
  - During flyer distribution
  - Faith and non-faith-based organizations
  - SAI businesses
    - Indian hair salons, grocery shops, and restaurants
  - Face to face meetings

# Method: Indirect Recruitment (cont.)



- **Social networking**
  - Faith- and non-faith-based organizations
  - SAI businesses
- **Faith and non faith based community organizations**
  - 5 Faith-based
    - Sikh gurudwara
    - Three Christian churches
    - Hindu temple
  - 1 Non faith-based
    - SAI community organization
- **SAI Bilingual recruitment team**

# Method: Indirect Recruitment (cont.)



- **Translated material**
  - Flyers and notices in English and Hindi
  - Bulletin boards
  - Distributed before and after worship services
  - Distributed before and after presentations
- **Cultural competence and sensitivity**
  - Wore Indian clothes
  - Covered heads and Took off shoes
- **Study purpose in alignment with community need**
  - Addressing cardiovascular disease and diabetes among SAls

# Results : Participant Characteristics

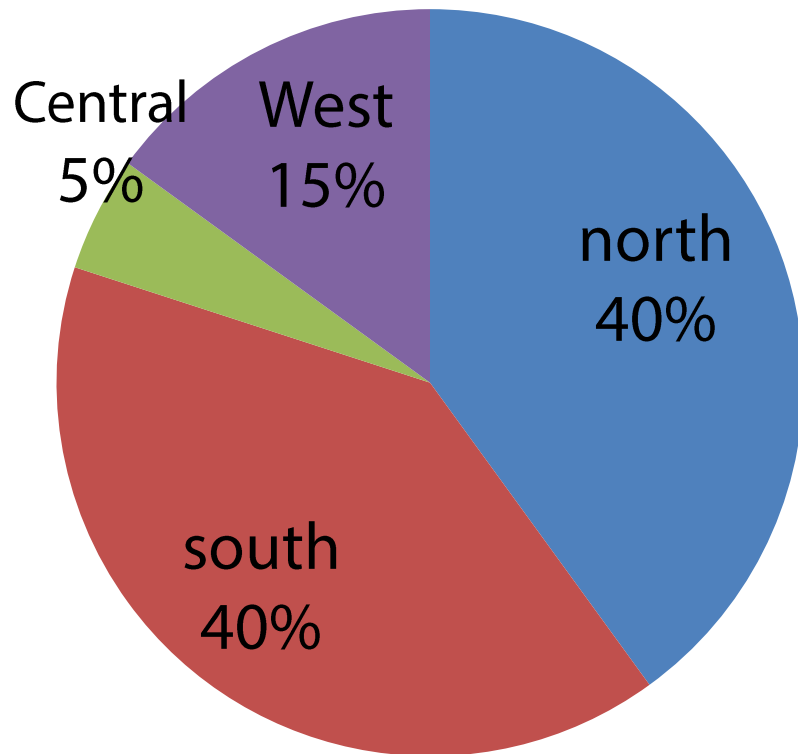


Demographics	Mean (SD)
Age	50 (7.0)
Years living in the United States	20.1(10.5)
Household size	4.3 (1.25)
	%
Married	95
Have Children	95
Graduated college	87.5
Currently employed	65
Annual household income > \$50,000	97.5

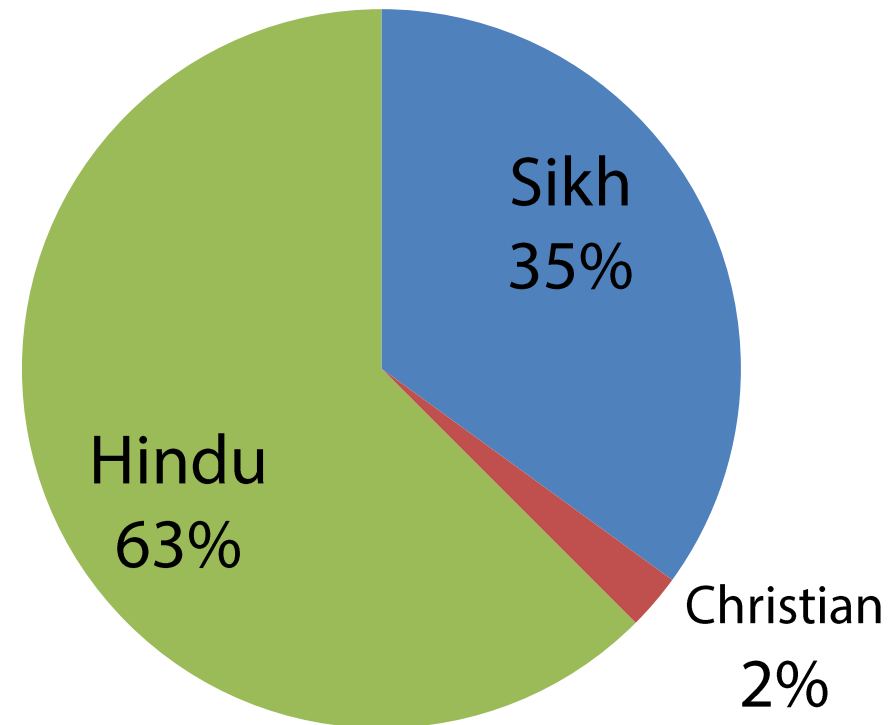
# Results : Participant Characteristics (cont.)



**Regional background**



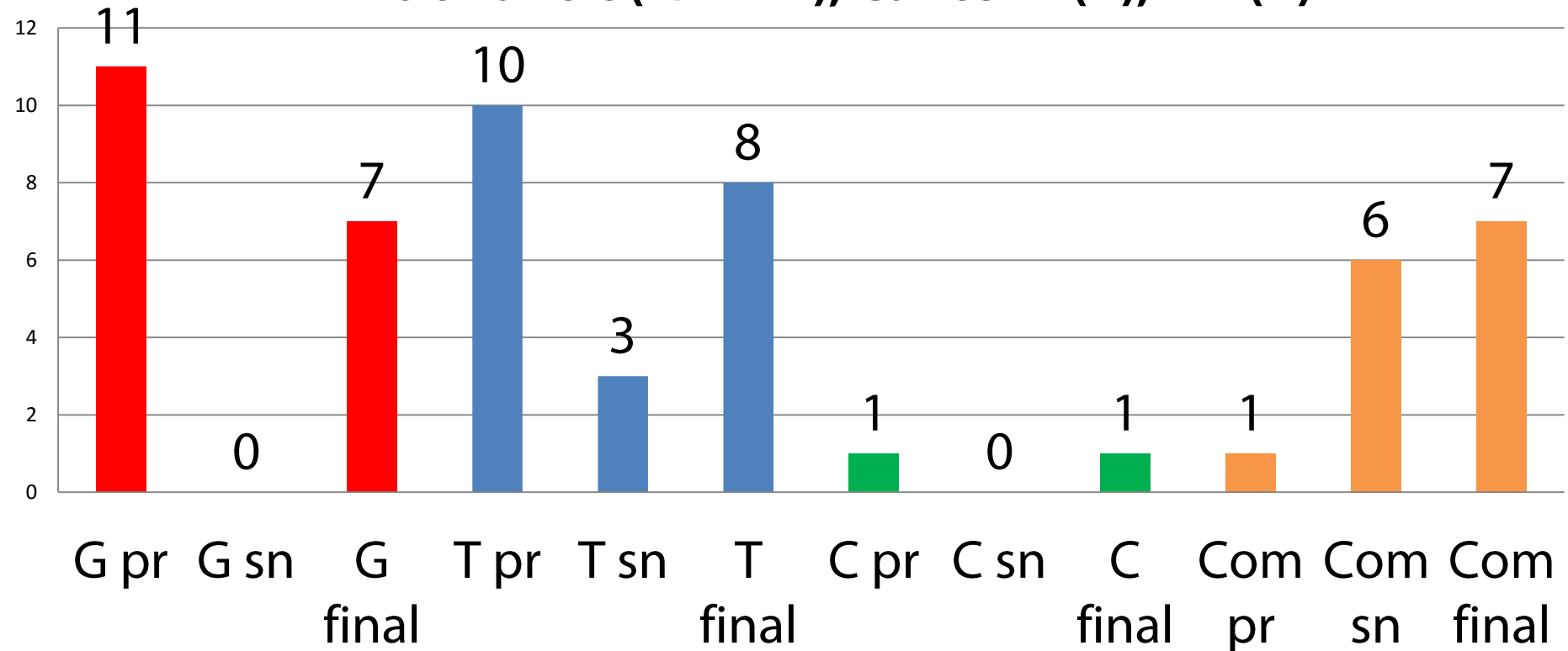
**Religion**



# Results: Ages 40-50



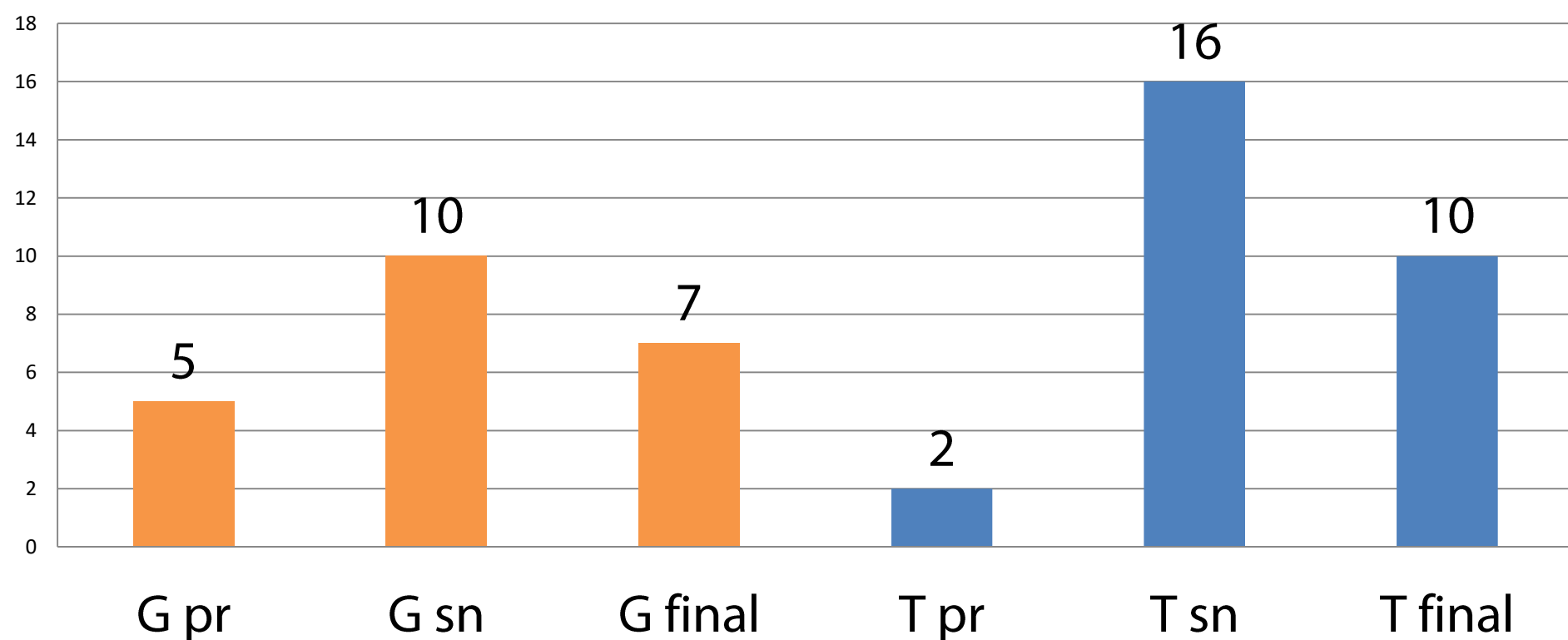
**Presentations- 14; social networking 9**  
**No shows-5( G 4 T 1); Cancel-2 (T); IE 2(T)**



# Results: Ages 51-65



**com presentations- 1; social networking 16**  
**No shows-2 ( G); Cancellation-8 (T); IE 6(G)**



# Results: Direct and Indirect Approach



Strategy	Approach	Screened (n)	Enrolled (n)	Efficiency (%)
Faith based: presentations	Direct	29	26	90
Faith based: networking	Indirect	29	24	83
Non-faith: presentations	Direct	1	1	100
Non-faith: networking	Indirect	6	6	100



# Results (cont.)



Recruitment period	8 weeks
Total screened= 65	Total participants= 40
Community stakeholders	Reached=12; Screened= 5; Eligible=5
Community presentations	15: Faith based (T =6; G=7; C= 1) Non-faith based =1
Social networking	25: Faith based (T =12; G =7) Non-faith based =6

# Results (cont.)



Type of organization	Faith based = 33; Non-faith based =7
Reminder calls and emails	70% adherence; Phone 80% ; Emails 61%
Event participation	Supported social networking
Bilingual research team	Facilitated recruitment with social networking
Translated material	
Cultural sensitivity	Community appreciation
Community need	Increased participation

# Discussion



- **Faith based SAI organizations**
  - First most effective recruitment strategy
  - 82.5% (n=33) recruitment
  - Vital religious and social role
  - Time and cost effective
- **Social networking**
  - Second most effective recruitment strategy
  - 62.5% (n=25) recruitment
  - Facilitated by community stakeholders

# Discussion



- **Community presentations**
  - Third most effective recruitment strategy
  - 37.5% (n=15) ) recruitment
  - One-on-one discussions
  - Multiple SAI languages
  - During the scheduled activities
- **SAI significant community stakeholders**
  - Seen as gatekeepers
  - Confidentiality and privacy
  - Increased interest in research participation

# Implications



- **Future research studies need to utilize:**
- Multi-faceted culturally-sensitive consumer-centered approach
- Faith-based community organizations
- Community stakeholders for social networking
- Community presentations in the target population's language
- Bilingual recruitment team
- Translated recruitment material
- Recruitment before and after worship hours

# Acknowledgements



- Consultants:
  - Dr. JoEllen Wilbur, PhD, APN, FAAN
  - Dr. Neelum Aggarwal, MD
- SAI participants