

ICTR Research Recruitment and Retention Program

Date of Consultation: 11/15/18

Present: Gaylen Fronk, Candace Johnson-Hurwitz,, Kerry Keiser and Ann Sexton

Summary and Recommendations:

It was great meeting with Candace, Gaylen and Kerry to discuss recruitment for the two studies for newly sober alcohol abusers. During the discussion, it was indicated that the MHealth Technology study is easier to recruit for and if someone is interested and qualifies for both, the Dox study is prioritized as it has more stringent entry criteria. Therefore, the consultation primarily focused on the DOX study even though the recommended recruitment strategies would benefit both studies.

Some of the problems indicated were a high No-Show and drop-out rate. This is not unexpected with this population, so the goal is to get more in the pipeline knowing some will not show and others will drop out. The team indicates they do reminder calls, but still hasn't helped.

Recommendations:

1. It is recommended that, if needed, transportation is provided. It may need to be confined to the Madison area or handled on an individual basis with the PI. Transportation could include: cab, Uber, Lyft or bus. This might increase the chance that someone will show. It is relatively inexpensive and is also a show of support from the research team.
2. It is recommended that the flyer advertisement be changed to include a picture and more color (however, avoid too much red) One idea was to have a small photo of the staff. It would also be helpful to include the amount of compensation (up to...if complete the study...). The team indicated that they have access to a Communications team that can help design a new flyer.
3. If have the funding, could look into using the Community Advisors on Research Design and Strategies (CARDS) for help with advertising design ideas.

4. It is recommended that the business card about the study be given to therapists who may be seeing people who are newly sober. Since alcoholism often exists with other comorbidities like depression, anxiety, eating disorders, etc., the cards could be given to psychologists, psychiatrists, social workers, primary care physicians, etc.
5. It is recommended that an Ad/flyer be posted at Eagle Heights (graduate students). They may also have a newsletter that you could advertise in.
6. It is recommended to consider the Emergency Department Research Coordinator Program. Ann will send information. In addition, you might be able to post flyers and/or LDC display ads in the waiting room.
7. LCD Displays targeted: UW clinics: Primary Care, Psych, ED, Student Health, etc.
8. SMART Recovery: It might be worth reaching out again. They have meetings at:
 - a. Lussier Community Ed Center
 - b. WilMar Neighborhood Center
 - c. The Family Center
 - d. The VA--2nd floor
 - e. Asbury Church
9. Community Centers: Many have places to post.
 - a. Goodman Center--active-many activities for all ages
 - b. WilMar-has kiosk outside and bulletin board inside
 - c. Many neighborhoods have their own center and some have newsletters
10. Treatment Centers:
 - a. Google-many: Psychology Today has a comprehensive list
 - b. Tellurian: The Teresa McGovern Center. It may be worth reaching out again.
 - c. Rogers Behavioral Health
11. Post flyers at the Student Health Center.

- 12. Recommend contacting someone who works with alcohol issues on campus. Often when a student has a violation, they must attend a class. Can you post a flyer by the classroom? Can you contact the UW substance abuse counselors?**
- 13. Recommend looking into Sober events around Madison. There are often meetups for people in recovery.**
- 14. Recommend posting at Connections Counseling (233-2100). Connections is a counseling center that specializes in addiction.**
- 15. Reach out to therapists in Madison that specialize in addiction, recovery and recovery coaching. Do google search. For example, there is a local therapist, Jane Bartels, who wrote a book about her addiction and is now an addictions counselor.**