

**INNOVATIVE STRATEGIES FOR
RECRUITMENT AND RETENTION:
WORKING WITH AT-RISK
ADOLESCENTS**

DIANE B. MITSCHKE, HOLLI SLATER & RAYTOSHA
JONES

OBJECTIVES

At the conclusion of this workshop, you will be able to...

1. Identify at least four challenges that may arise when conducting research with adolescents.
2. Identify at least two solutions to challenges of recruitment with adolescents.
3. Identify at least two solutions to the challenge of obtaining consent and assent from adolescents.
4. Identify at least two solutions to the challenge of working with a transient sample.
5. Identify at least two solutions to the challenge of developing trust with adolescents.

DEMOGRAPHICS AND POPULATION

- Located in Arlington, Texas
- Population - 365,438
- Demographics
 - Primarily Caucasian
 - Subpopulations – African American and Hispanic/Latino



BACKGROUND

- Description of the study
- Evaluation design
- Characteristics of the sample
- Evaluation team



CHALLENGE #1: RECRUITMENT

Synopsis: Recruiting adolescents to participate in research can be difficult.

Recruitment Barriers:

➤ Student Concerns

- Time commitment involved
- Privacy and confidentiality
- Interference with other obligations (e.g. work, parenting, school)

➤ Parental Concerns

- Content of the intervention
- Interference with school

SOLUTIONS FOR CHALLENGE #1: RECRUITMENT

- Recruitment efforts primarily performed by program staff
- Recruitment script can be individualized to meet unique needs of potential participants
- Incentives
 - For survey completion
 - For program participation
 - Additional incentives linked to longitudinal nature of the study



SOLUTIONS FOR CHALLENGE #1: RECRUITMENT

Other ideas:

- Former program participants as recruiters
- Group recruitment
- Video development

What has worked for you?



CHALLENGE #2: CONSENT AND ASSENT

Synopsis: It can be difficult to get adolescents to return signed forms in a timely manner. For participants under 18, attaining parental consent can be challenging.

Obstacles this creates:

- Difficulty getting a representative sample
- Difficulty getting appropriate sample size
- Possibility of coercion due to repeated requests for paperwork

SOLUTIONS FOR CHALLENGE #2: CONSENT/ASSENT

- Have ALL paperwork available at time of recruitment
- Send consent form home with other important information (e.g. report cards, permission forms, applications)
- Flyer explaining study
- FAQ Sheet for Parents



SOLUTION: RECRUITMENT FLYER

You are invited to participate in an important study of a program to reduce teen sexual activity, teen pregnancy, and STDs while connecting to community resources. This study is sponsored by the U.S. Department of Health and Human Services in collaboration with

Who is conducting the study?

The study is sponsored by the U.S. Department of Health and Human Services office of Adolescent Health. The study is conducted by the University of Texas at Arlington School of Social Work in partnership with the Arlington Independent School District. Grant number TP2AH000011.

How can I get more information about the study?

For additional information about the study please pick up a list of answers to frequently asked questions from the Graduation Coach at your school, or contact Diane Mitschke by email dianemitschke@uta.edu.

Diane Mitschke, Ph.D
University of Texas at Arlington
211 S. Cooper
Box 19129
Arlington, TX 76019
(817) 272-3181
dianemitschke@uta.edu

The Evaluation of the Crossroads Pregnancy Prevention Program



A Teen Pregnancy Prevention initiative funded by the Office of Adolescent Health

What is the purpose of the study?

Research suggests that high school dropout can be directly linked to an increased likelihood of teen pregnancy. This study will help us learn about the success of the Crossroads program in reducing dropout rates and teen pregnancy.

70 percent of teens who become pregnant drop out of high school.

kidshealth.org

Who will participate in the study?

Arlington ISD students ages 17-19 that are enrolled in the drop out prevention program may be considered for the study. If selected to participate, students will be randomly assigned into two groups (Group A and Group B). Group A students will attend the Crossroads 3-day Intervention and Group B students will continue to work with a graduation coach.

Students not selected, or opting not to participate in the study will continue to work with their graduation coach.



What does the study involve? What can I expect?

Participants selected for the study (Group A and Group B) will be asked to complete a 30-minute online survey at five different times over the course of 18 months. Survey questions will include T/F and multiple choice questions about personal strengths, community resources, and knowledge, behaviors and beliefs about early sexual activity, and STDs/AIDs.

During the 18 months a graduation coach or member of the research team will contact each student in the study in order to schedule each survey. For each survey attempted, students will receive a **\$20 gift card** to Walmart. In addition, participants who complete all five surveys will be entered into a raffle to win an iPod.

The 3-day Intervention (Group A Students)

Students randomly assigned to Group A will participate in the Crossroads program. Crossroads is a 3-day field trip focusing on building personal skills, preventing teen pregnancy and STDs, and identifying community resources.

Day 1: **Camp Thurman:** Skill building, discussing attitudes and personal beliefs about STDs/ AIDS.

Day 2: **Tarrant County Community College:** College tour, career assessment, and knowledge building about STDs/ AIDS.

Day 3: **Community Tour:** Visit social service agencies, introduce pregnancy prevention, and identify community resources.

High school dropouts are more likely to be unemployed, earn lower wages, have higher rates of public assistance, are more likely to be single parents, and have children at a younger age.

AllSiding: retrieved May 7, 2008

SOLUTION: FAQ HANDOUT FOR PARENTS



UNIVERSITY OF
TEXAS
ARLINGTON

Frequently Asked Study Questions

Participation

Does my child have to participate?

- No, your child may choose to not participate. This will not be held against him/her in any way. He/she will continue to work with their graduation coach even if they choose to not participate in the study.

Does my child get extra credit for participating?

- Extra credit is not offered for students who choose to participate.

What does my child get if he/she participates?

- For every survey your child attempts he/she will receive a \$20 gift card to Wal-Mart. The names of students who are able to be reached for all five survey times (Baseline, 3-Month, 6-Month, 12-Month, and 18-Month) will go into a raffle at the completion of the study for a chance to win an iPod or digital camera.

My child is behind in classes. If he/she is picked how will this impact his/her grades?

- Your child will continue to work with a graduation coach even if he/she is not selected or chooses to not participate. If your child is chosen for the intervention he/she will be excused from classes for the three days of

SOLUTIONS FOR CHALLENGE #2: CONSENT/ASSENT

Other ideas:

- Host a parent night at the school/center to explain the study
- Utilize parental contact information
 - Mail forms directly home
 - Conduct reminder phone calls to parents
- Incentives
 - For respondents who return paperwork
 - For staff assisting with consent collection
 - For schools who are supporting the program

What has worked for you?

CHALLENGE #3: TRANSIENT POPULATION

Synopsis: At risk adolescents can be difficult to locate for follow-up in repeated measures designs.

Obstacles this creates:

- Contact information constantly changes
- Living situations can be unpredictable and adolescents become homeless
- Students who drop out of school may not want to talk to any school related personnel

SOLUTIONS FOR CHALLENGE #3: TRANSIENT SAMPLE

Maintain accurate contact records

- Collect multiple points of contact at baseline
- Update contact information each time participant is contacted
- Seek contact information from multiple sources (e.g. siblings, friends, relatives)



SOLUTION: TRACK CHANGES IN CONTACT INFO

Follow-up Contact (GRA USE ONLY)

Student Information:

Stu FN **Matt** MI Stu LN **Dillon** Next Follow **6/1/2012**
Stu ID **123456** Campus **Lamar HS** Alt Loc Cohort **Cohort 3**
Grad Coach **Buckley** FacilitatorAssigned Sch Status **Enrolled**
Stu Cell Ph **682-555-2502** Txt? **Yes** Stu Home Ph **214-555-5235**
Email **mdillon213@hotmail.com** FB? **Yes** Other **facebook.com/dillon222**
Address **123 Stanford Drive** City **Arlington** State **TX** Zip **76012**

Emergency Information:

Name **Missy Dillon** Relation **Mother** Phone **214-555-5235**
Comments **Participant moving to CA & prefers to be contacted via e-mail. HS 6/1/12**

Additional Contact Information:

Best Way to Contact Student **Facebook**

<u>First</u> Cameron	<u>Last</u> Diaz	<u>Relation</u> Friend	<u>Phone</u> 817-555-1233
<u>Add</u> 1234 First Street	<u>City</u> Arlington	<u>State</u> TX	<u>Zip</u> 76019
<u>Email</u>	<u>Do Not Contact</u> <input type="checkbox"/> Yes	<u>Created/Updated</u>	6/22/2012 6/22/2012
<u>First</u> Kevin	<u>Last</u> Dillon	<u>Relation</u> Brother	<u>Phone</u> 817-299-4145
<u>Add</u> 1826 Fireside Road	<u>City</u> Fort Worth	<u>State</u> TX	<u>Zip</u> 78224
<u>Email</u> kdillon@hotmail.com	<u>Do Not Contact</u> <input type="checkbox"/> Yes	<u>Created/Updated</u>	6/22/2012 6/22/2012
<u>First</u> Paul	<u>Last</u> Dillon	<u>Relation</u> Brother	<u>Phone</u> 214-874-1235
<u>Add</u> 726 S. Merrit Street	<u>City</u> Dallas	<u>State</u> TX	<u>Zip</u> 75024
<u>Email</u> pdillon@hotmail.com	<u>Do Not Contact</u> <input type="checkbox"/> Yes	<u>Created/Updated</u>	6/22/2012 6/22/2012

Follow-up Contact (GRA USE ONLY)

Student Information:

Name: Matt Last Name: Dillon Birth Date: 6/1/2012
ID: 123456 School: Lamar HS Cohort: Cohort 3
Enrollment: Buckley Status: Enrolled
Phone: 182-555-2502 **Disconnected** Yes Phone: 214-555-5235
Email: mdillon213@hotmail.com Yes Facebook: facebook.com/dillon222
Address: 189 Stanford Drive City: Arlington State: TX Zip: 76012
NO LONGER LIVES @ THIS ADDRESS

Emergency Information:

Name: Missy Dillon Relationship: Mother Phone: 214-555-5235
Notes: Participant moving to CA & prefers to be contacted via e-mail. HS 6/1/12

Additional Contact Information:

Name	Relationship	Phone	Facebook
<u>Cameron Diaz</u> <u>1234 First Street</u>	<u>Friend</u> <u>Arlington TX</u> <u>76019</u>	<u>817-555-1233</u>	<input checked="" type="checkbox"/> Yes
<u>Kevin Dillon</u> <u>1826 Fireside Road</u> <u>kdillon@hotmail.com</u>	<u>Brother</u> <u>Fort Worth TX</u> <u>76224</u>	<u>817-299-4145</u>	<input checked="" type="checkbox"/> Yes
<u>Paul Dillon</u> <u>726 S. Merrit Street</u> <u>pdillon@hotmail.com</u>	<u>Brother</u> <u>Dallas TX</u> <u>75024</u>	<u>214-874-1235</u>	<input checked="" type="checkbox"/> Yes

**NEW ADDRESS: 2711 Newport Drive, Apt 217
Los Angeles, CA 90173**

SOLUTIONS FOR CHALLENGE #3: TRANSIENT SAMPLE

Multiple methods of contacting participants

- Telephone
- Texting
- E-Mail
- Facebook
- Home Visits

Keep track of best methods to locate



SOLUTION: BEST METHOD OF CONTACT

Participant Contact Log

Study ID: _____

Group: TREATMENT CONTROL



A Teen Pregnancy Prevention Initiative
funded by the Office of Adolescent Health

Baseline

3-Month

GRA _____

GRA _____

Date	Attempt to reach student

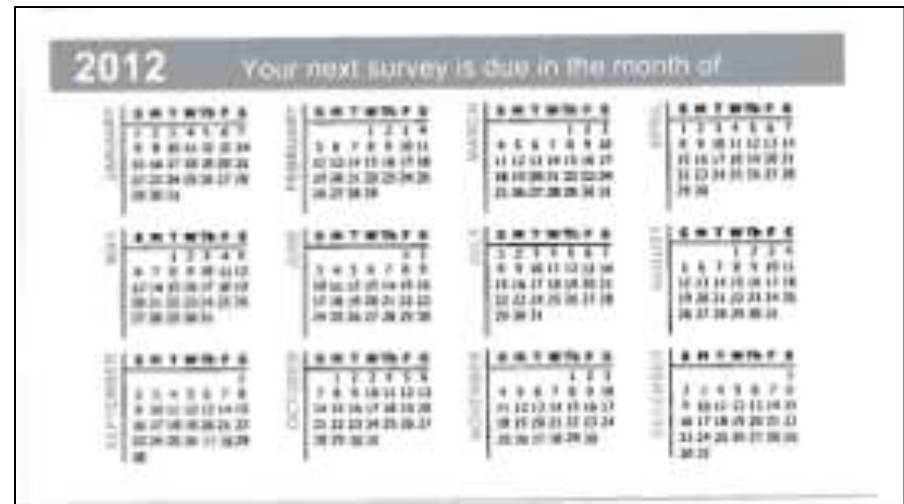


Date	Attempt to reach student

SOLUTIONS FOR CHALLENGE #3: TRANSIENT SAMPLE

Maintain frequent contact with participants throughout the study's duration

- Reminder cards
- Designated contact number for study personnel
- Survey reminder letter



SOLUTION: SURVEY REMINDER LETTER



Hello [PARTICIPANT NAME],

Thank you for continuing to participate in the Crossroads study. Your next survey is due soon (May). Remember you get a **\$20 gift card** as soon as you finish the survey as our way of saying thanks for your time and participation.

Jessica, from UTA will be calling you in the next few weeks to schedule this survey. Her phone number is (XXX) 555-5555. If you have any questions you can talk to your graduation coach, Mr. Buckley.

If you have already been contacted by UTA before receiving this letter, thank you for scheduling your survey!

Sincerely,

Crossroads Evaluation Team

SOLUTIONS FOR CHALLENGE #3: TRANSIENT SAMPLE

Flexibility with survey administration

- **Meet participant at a convenient location for him/her**
 - Use of Wireless Cards
 - Take advantage of free Wi-Fi (e.g. Coffee Shops, Restaurants, Stores)
- **Have multiple forms of the survey available**
 - Online
 - Print (mail or internet failure)
 - Phone administration



SOLUTIONS FOR CHALLENGE #3: TRANSIENT SAMPLE



What has worked for you?

CHALLENGE #4: LACK OF TRUST

Synopsis: Adolescents may find it difficult to trust evaluators and study personnel.

Obstacles this creates:

- Participants do not answer their phone when called
- Participants do not respond to messages
- Participants do not show up for scheduled survey appointments
- Family and relatives of participants question multiple contacts by survey administrators

SOLUTIONS FOR CHALLENGE #4: LACK OF TRUST



Build a sense of rapport with participants

- Ensure continuity of survey administrators throughout the duration of the study
- Maintain boundaries while engaging in casual conversation
- Participants have contact information for research coordinator

Wear program identifiable clothing participants

SOLUTIONS FOR CHALLENGE #4: LACK OF TRUST

Accommodate Participants Survey Needs

- Refer to program staff when communicating with participants
- Students have access to personal cell phone number of their GRA
- Meeting participants at comfortable location (e.g. home, school)

What has worked for you?



ANY QUESTIONS?

