

# Effectiveness of Multiple Recruitment Strategies for a Large Clinical Trial with Learner Teen Drivers

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## Introduction

- Many studies do not achieve their goal for participant enrollment (Mapstone, Elbourne, & Roberts, 2002).
- Longitudinal studies with teen drivers are rare, in part due to the difficulty with recruitment and attrition as well as necessarily strict inclusion criteria (Lee et al., 2011; McCartt, Farmer, 7 Jenness, 2010).
  - The sources used for recruitment can be a determining factor in the effectiveness of the overall enrollment rates.
- A community-based randomized controlled trial required recruitment of a large number of participants, 512 parent-teen dyads, in a short period of time. This is a post-hoc analysis of the most effective forms of recruitment we found for this study.

## Methods

### The Question

What are the most effective **sources of recruitment** for a large community-based clinical study?

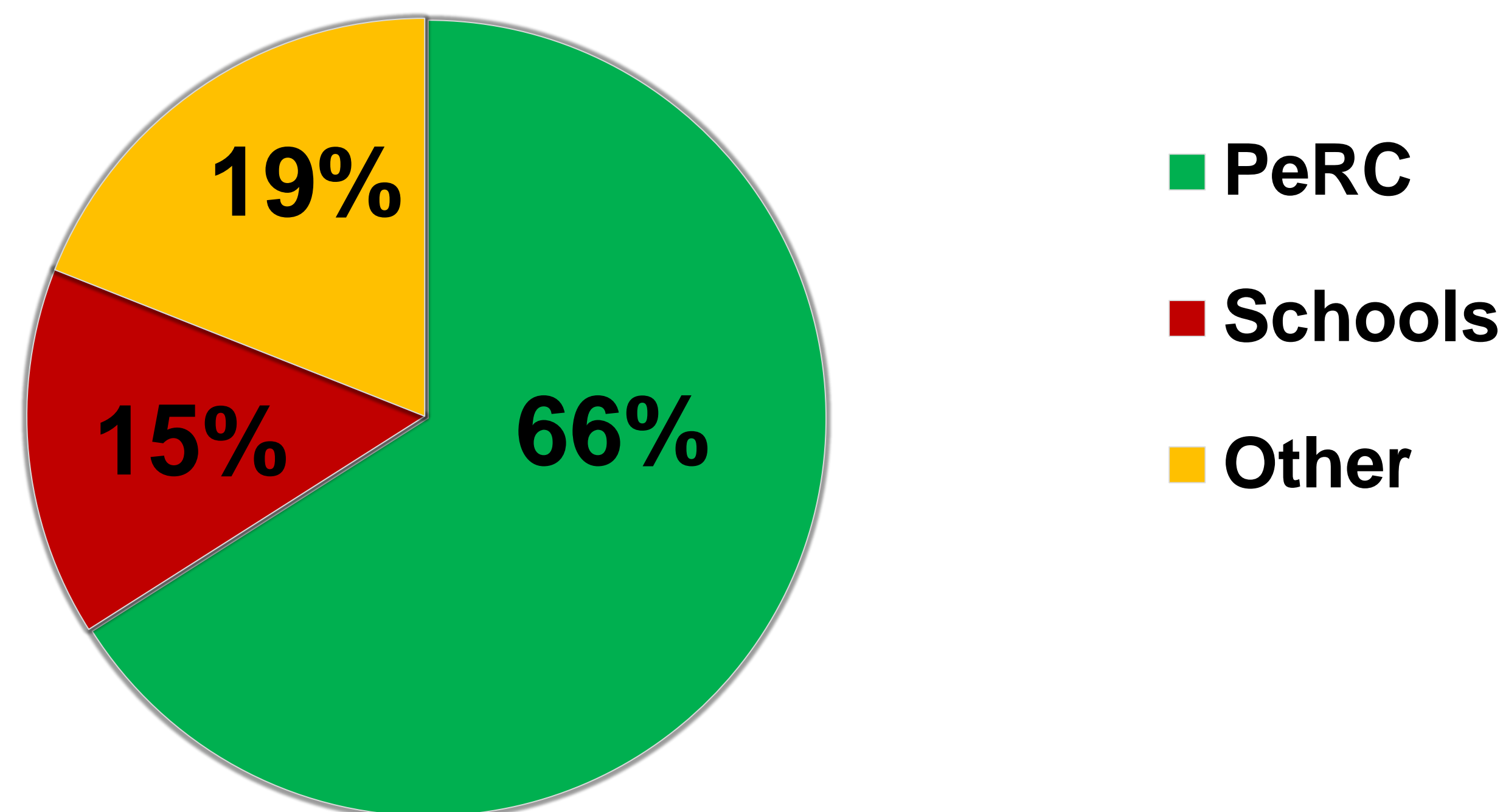
### Recruitment Sources

- The data come from a randomized controlled trial (RCT) of the TeenDrivingPlan(TDP), a psycho-educational intervention for learner teen drivers and their parents, recruitment duration: December 2011 - August 2012.
  - Local schools, the Pediatric Research Consortium (PeRC) sites, PA licensing centers in the Philadelphia suburbs, community events, and online advertisements.
- The study team approached 18 of the 19 PeRC pediatric and adolescent clinic locations in the suburbs of Philadelphia and 16 agreed to participate as recruitment sites by sending their patients information pertaining to the study.
- The study team established relationships with schools in the suburbs of Philadelphia; 49 schools agreed to allow the study team to attend school functions and send flyers with information about the study to their students.
- The study team posted flyers, attended school events, sent letters to PeRC patients, posted newspaper advertisements, created Google Ad Words, and made Facebook advertisements as a means of recruitment.

## Results

	Total Number of Inquiries	Total Number Enrolled
PeRC	889	362
School	202	95
Word of Mouth	42	19
Advertisement	10	5
PA DMV	1	1
Other	27	14
Unknown	176	16

## Sources of Enrollment



## Discussion

- Recruitment from 16 PeRC locations made up 66% of all inquiries for the study. In comparison, the 49 schools yielded only 15% of the study's total inquiries. Additionally, the study team found that recruitment through advertising did not have a high return rate, making it a less effective source for recruitment than PeRC or recruitment from schools.

## Conclusions

- Advertisements were not as effective at recruiting teens or parents as we had expected.
- Although we were able to establish beneficial relationships with schools in the surrounding area, there was relatively lower return given the great deal of effort required.
- PeRC utilized few resources and had a relatively high return rate.
- The relationship that we established with the schools may be beneficial for use in future studies.

## Acknowledgements

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