

Spring 2015

# Successful Strategies for Recruiting Minority Participants in Clinical Research

Danice B. Greer

*The University of Texas at Tyler*, [dgreer@uttyler.edu](mailto:dgreer@uttyler.edu)

Follow this and additional works at: [https://scholarworks.uttyler.edu/nursing\\_fac](https://scholarworks.uttyler.edu/nursing_fac)



Part of the [Nursing Commons](#)

---

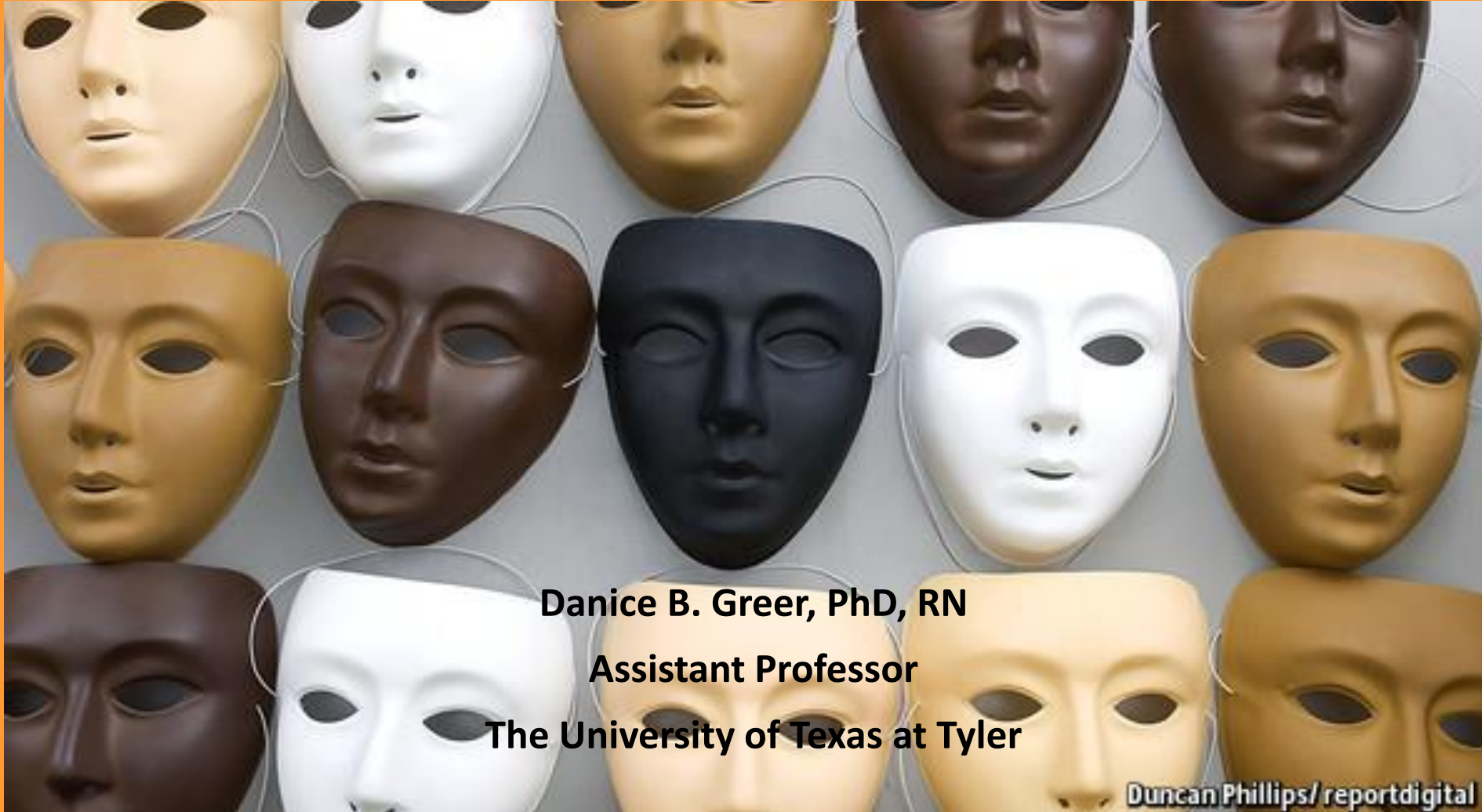
## Recommended Citation

Greer, Danice B., "Successful Strategies for Recruiting Minority Participants in Clinical Research" (2015). *Nursing Faculty Publications and Presentations*. Paper 6.

<http://hdl.handle.net/10950/382>

This Conference Proceeding is brought to you for free and open access by the School of Nursing at Scholar Works at UT Tyler. It has been accepted for inclusion in Nursing Faculty Publications and Presentations by an authorized administrator of Scholar Works at UT Tyler. For more information, please contact [tbianchi@uttyler.edu](mailto:tbianchi@uttyler.edu).

# Successful Strategies for Recruiting Minority Participants in Clinical Research



**Danice B. Greer, PhD, RN**

**Assistant Professor**

**The University of Texas at Tyler**

**Duncan Phillips/ reportdigital**

# Historical Background

Medical experimentation

Human rights violations

People of **ALL** ethnicities



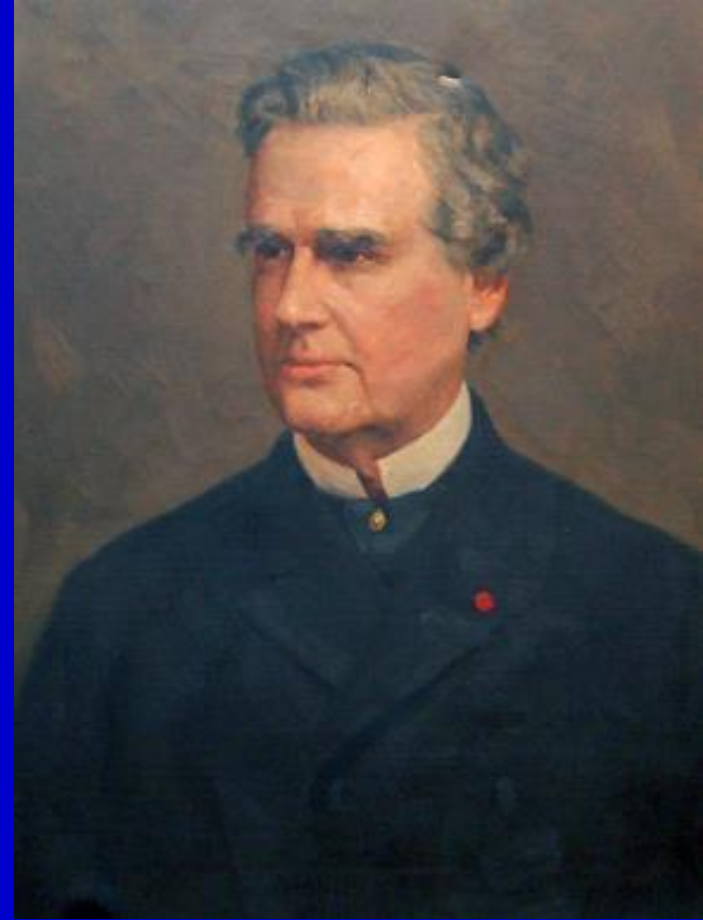
# Historical Background

- **Poor, marginalized**
- **Women**
- **Children**
- **Fetuses**
- **Prisoners**
- **Military personnel**



# Historical Background

- Alabama physician J. Marion Sims
- (1813-1883)
- Gynecological surgeries on slaves
- No anesthesia





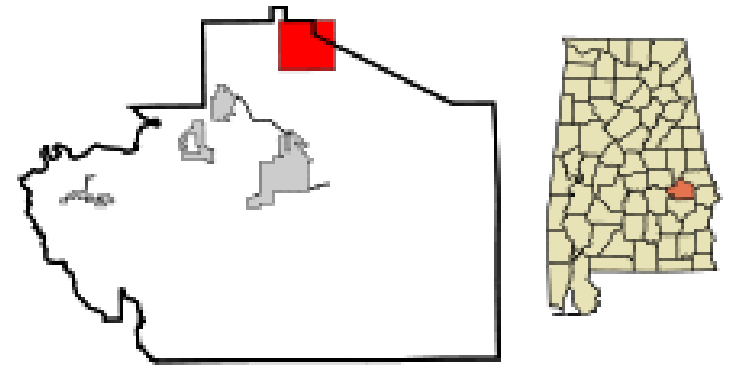
# Historical Background

- **US Syphilis Study in Guatemala 1946**
- **1500 Victims injected with:**
  - Syphilis
  - Gonorrhea
  - Chancroid
- **To Test Penicillin**
- **Orphans, Children, Prisoners, Prostitutes, Military Conscripts**
- **Remained a secret for six decades**



Marta Orellana, 74

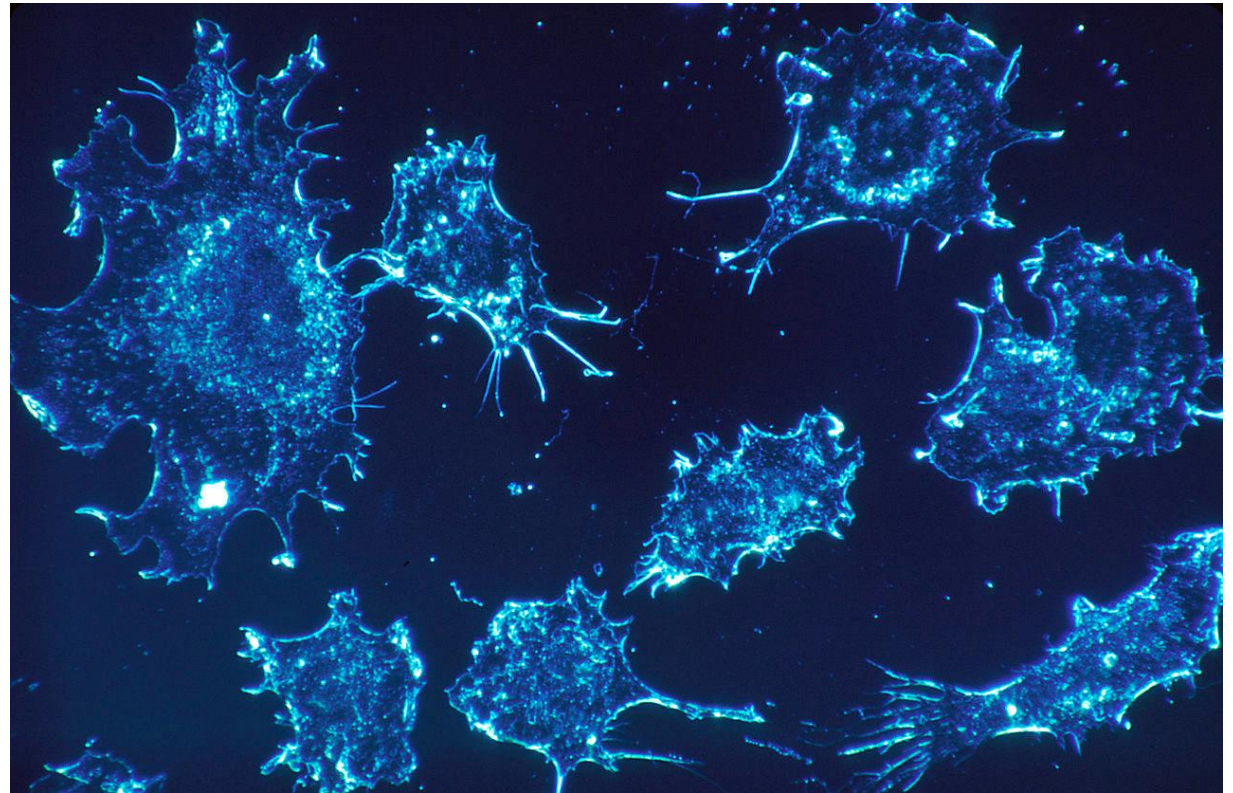
# Historical Background



- **U.S. Public Health Service Syphilis Study at Tuskegee**
- **600 Black Men (399 infected, 199 controls)**
- **40 years (1932 – 1972)**
- **Bad Blood**

# Historical Background

- Range of human experimentation
- Injections of viruses, bacteria, live cancer cells
- Radiation
- Spinal taps





# Historical Background

- Eugenics
- 31 States had government run programs
- Sterilization – targeted young girls & Blacks



# Historical Background

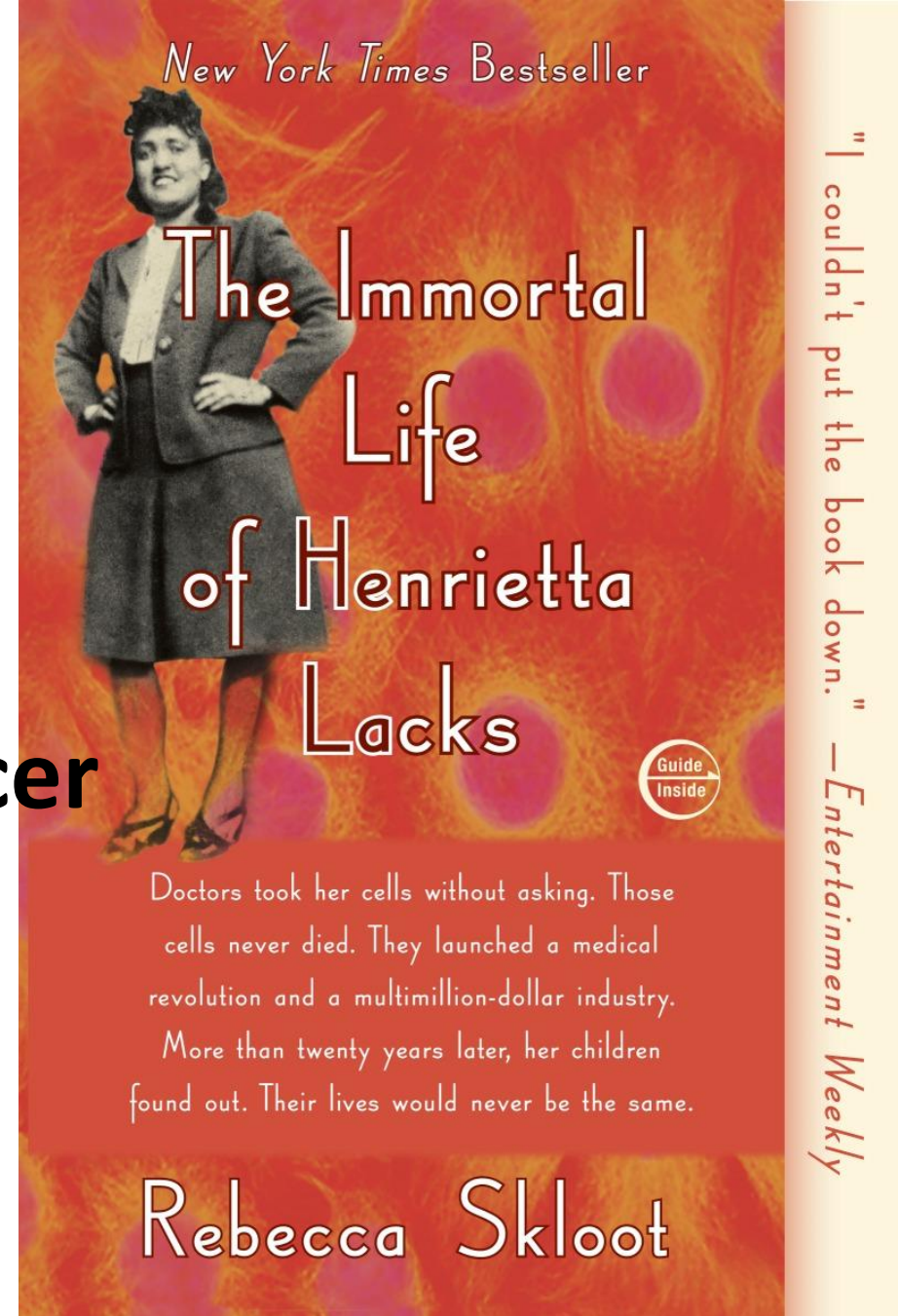
- **1913 to 1951, Dr. Leo Stanley**
- **Stanley excised testicles from executed prisoners**
- **Surgically implanted them into living prisoners**
- **Implanted testicles of rams, goats, and boars**

**San Quentin Prison**



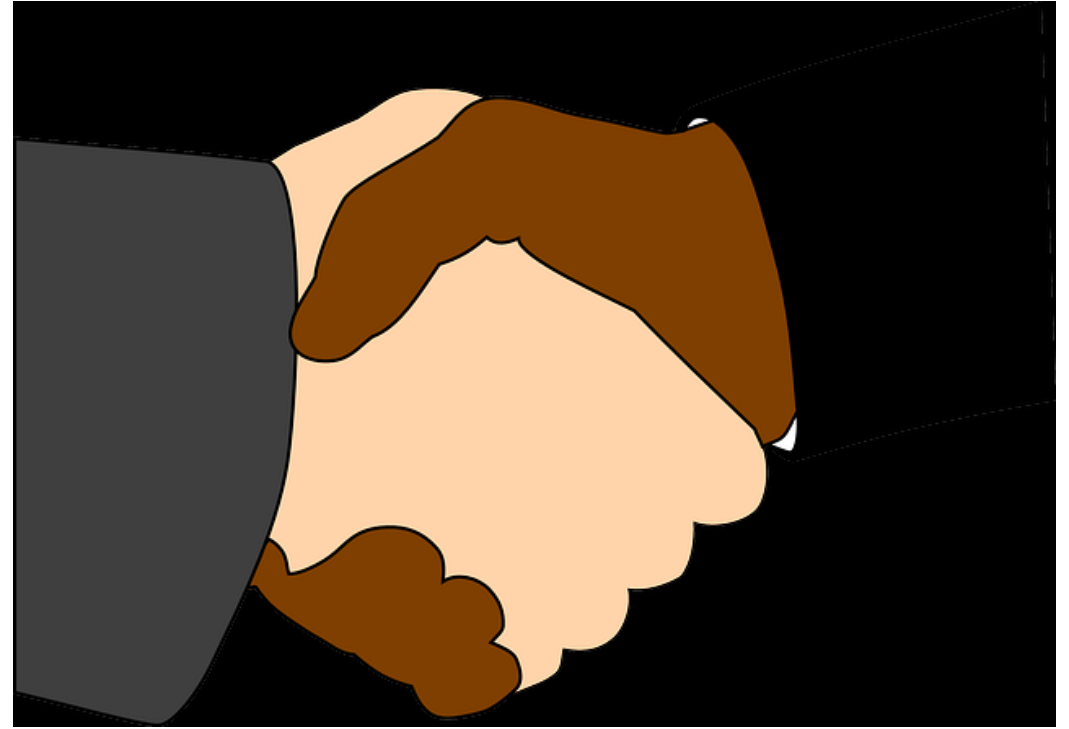
# Historical Background

- Notable Figures
- Henrietta Lacks (b. 1920-d. 1951)
- Malignant epidermoid cervical cancer
  - Dr. removed cancer cells without her
  - Knowledge
  - Used cells for years in experiments



# Strategies for Success: Where Do We Go From Here?

- **Build Trust**
- **Transparency**
- **Full Disclosure**
- **Ongoing Informed Consent**



# Why Cultural Competence?

**Culture:** refers to learned, shared, and transmitted values, beliefs, norms, and lifeways of a specific individual or group.

**Guides thinking, decisions, actions, and patterned ways of living.**

**(Leininger, 2001)**





# Cultural Competence

- Language
- Worldviews
- Personal space
- Eye contact
- Cultural Norms
- Food preferences
- Spiritual and Religious Beliefs



Diversity

# Successful Strategies

- **Key Informant**
- **Snowball Technique**
- **Letters of Introduction**



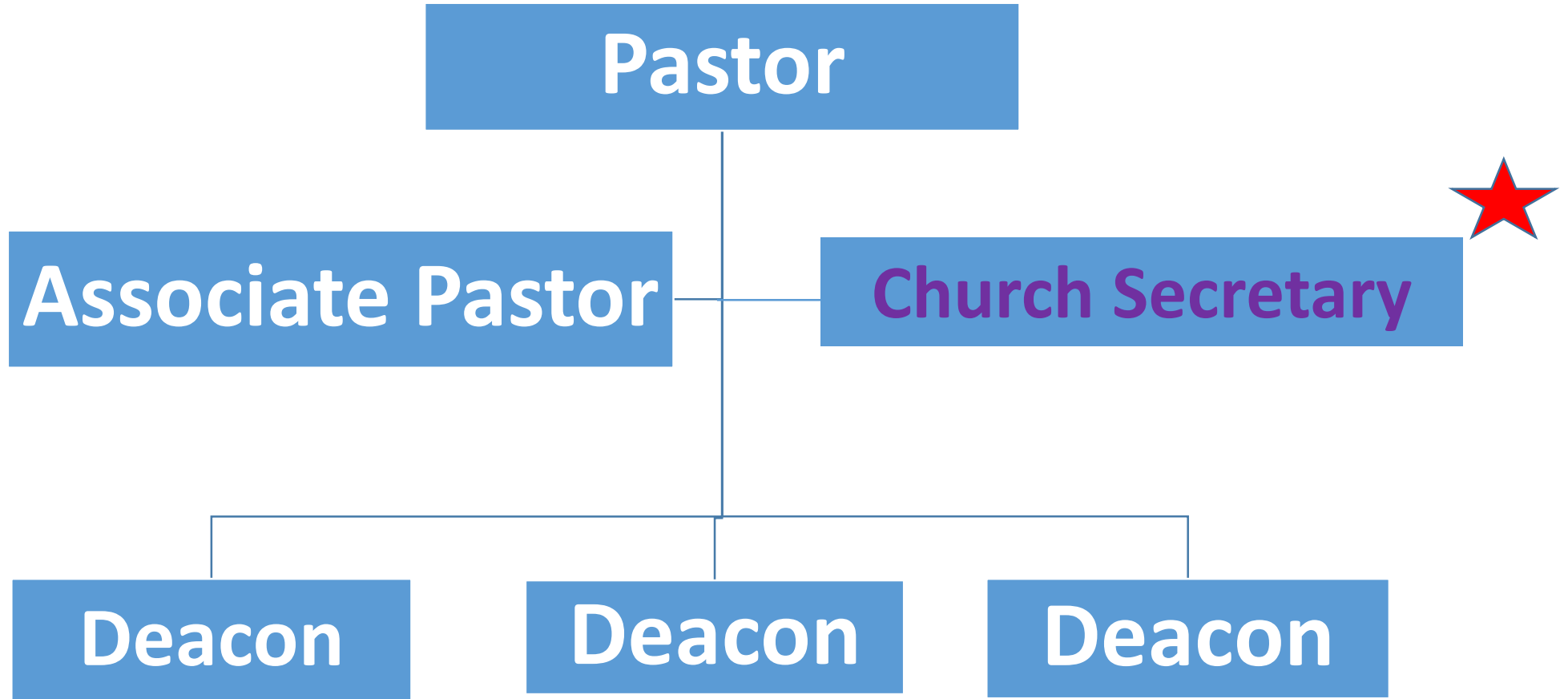


# Successful Strategies

- African American Church
- Permission Letter to Pastor
- Health Ministry Leader
- Church Secretary



# Church Hierarchy



**Health Ministry**

**Outreach Ministry**

**Music Ministry**

**Women's Ministry**

# Recruitment Strategies

- Colorful Flyers
- Church Bulletin
- Church Newsletter
- Word of Mouth
- Social Hubs



## Blood Pressure Research Study

**Purpose:** The purpose of this research study is to determine the effect of culturally tailored education on high blood pressure in African American Women.

### Inclusion Criteria

1. Gender: Female
2. Race: Black or African American
3. Age 18 years or older
4. Diagnosed as having high blood pressure
5. Able to read, understand, and speak English
6. Taking one or more blood pressure medicine(s)

### Exclusion Criteria

1. Pregnant
2. History of stroke or heart attack within the last year
3. End-stage renal disease and on dialysis.

**Length of Study:** 6 weeks

**Benefits:** You will receive information about high blood pressure.

**Risks:** There are no risks to being in this study.

**Contact:** Danice Greer (903) 565-5766

**Institution:** The University of Texas Health Science Center at Houston & The University of Texas at Tyler

**Location:** McFarland Community Center  
708 South Stone St.  
Mineola, Texas  
903 569-8851

**Compensation for Time and Travel Provided**



# Successful Strategies

- African American Fraternities
- Delta Sigma Theta
- Alpha Kappa Alpha
- Sigma Gamma Rho
- Kappa Alpha Psi
- Omega Psi Phi



# Successful Strategies

- **Beauty Shops**
- **Barber Shops**
- **Community Centers**
- **Health Clinics**
- **Senior Centers**



**Ronald G. Victor, MD**



# Use Incentives

- **Gift cards**
- **Vouchers**
- **Small gifts**
- **Thank you cards**
- **Birthday cards**



# Last But Not Least:

- **Be Genuine**
- **Be Authentic**
- **Be Honest**



## References

1. Slide #1 Image: <http://www.economist.com/news/britain/21595908-rapid-rise-mixed-race-britain-changing-neighbourhoodsand-perplexing>
2. Slide #3 Image: <http://www.encyclopediaofalabama.org/article/m-2269>
3. Slide #4 : <http://www.theguardian.com/world/2011/jun/08/guatemala-victims-us-syphilis-study>
4. Slide #5 <http://www.cdc.gov/tuskegee/timeline.htm>
5. Slide #7 [http://rockcenter.nbcnews.com/\\_news/2011/11/07/8640744-victims-speak-out-about-north-carolina-sterilization-program-which-targeted-women-young-girls-and-blacks](http://rockcenter.nbcnews.com/_news/2011/11/07/8640744-victims-speak-out-about-north-carolina-sterilization-program-which-targeted-women-young-girls-and-blacks)
6. Slide #8: Leo Stanley: The Strange Career of Leo Stanley: Remaking Manhood and Medicine at San Quentin State Penitentiary, 1913–1951, Ethan Blue, Pacific Historical Review, May 2009, Vol. 78, No. 2, pp. 210–241, DOI 10.1525/phr.2009.78.2.210
7. Slide #9 Skloot, R. (2010). *The immortal life of Henrietta Lacks*. New York, NY: Crown Publishers.
8. Slide# 11-12: Leininger, M. (1991). *Culture care diversity and universality: A theory of nursing*. New York, NY: National League for Nursing.
9. Slide #18: Source: <http://www.discoveriesmagazine.org/whos-who/>

### Additional Resources:

Grodin, M. A., & Glantz, L. H. (Eds.). (1994). *Children as research subjects: Science, ethics, & law*. New York, NY: Oxford University Press.

Loue, S. (2000). *Textbook of research ethics: Theory and practice*. New York City, NY : Springer Science + Business Media, LLC.

Nova, WGBH Documentary (January 26, 1993). *The Deadly Deception* (Documentary). Retrieved from, <https://www.youtube.com/watch?v=vmVTmhYa52A>

Victor, R. G., Ravenell, J. E, Freeman A, Leonard, D., et al. (2011). Effectiveness of a barber-based intervention for improving hypertension control in black men: the BARBER-1 study: a cluster randomized trial. *Archives of Internal Medicine*, 171(4), 342-350. doi: 10.1001/archinternmed.2010.390.

Washington, H. A. (2006). *Medical apartheid: The dark history of medical experimentation on Black Americans from colonial times to the present*. New York, NY: Doubleday.