



Center for Clinical and
Translational Science

Accelerating discoveries to improve healthSM

Participant Recruitment During COVID-19

Participant Recruitment Services Team



Ashley G. Hall, MS

Research Project Manager,
Community Engagement and
Research Core (CERC)
Participant Recruitment Services (PRS)



Roxane Poskin

Participant Recruitment & Marketing Manager,
Participant Recruitment Services



Mallory Powell

Director,
CCTS Communications



Bryan Sanders

Marketing Support Specialist,
Participant Recruitment Services

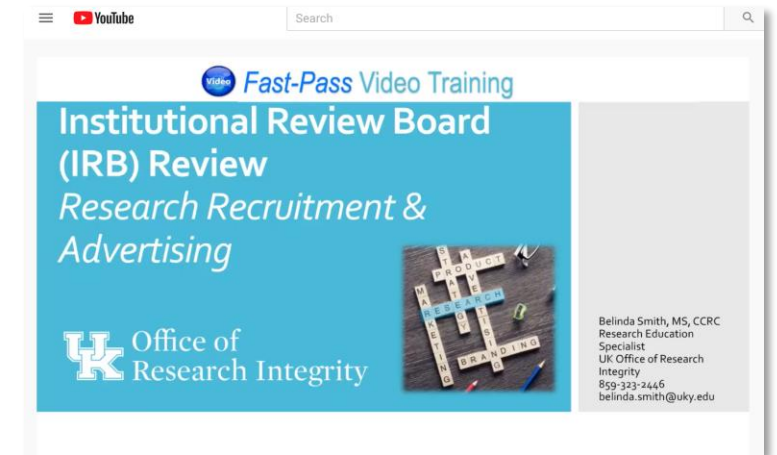
PRS Recruitment methods have changed

- [COVID-19 Guidance for Research Participants](#)

March 20, 2020, 4:00 p.m.

The University of Kentucky is Pausing Select Human Subject Research Studies

- [Research Advertising](#) or watch video at [IRB REVIEW Recruitment and Advertising Video](#)



 Office of the Vice President
for Research

- [Resumption of Research Phased Restart Plan](#)

If you are planning to use CCTS facilities, please upload your approved plan with your [CCTS Service Request Form](#)

Remote Informed Consent and Prescreening have Increased

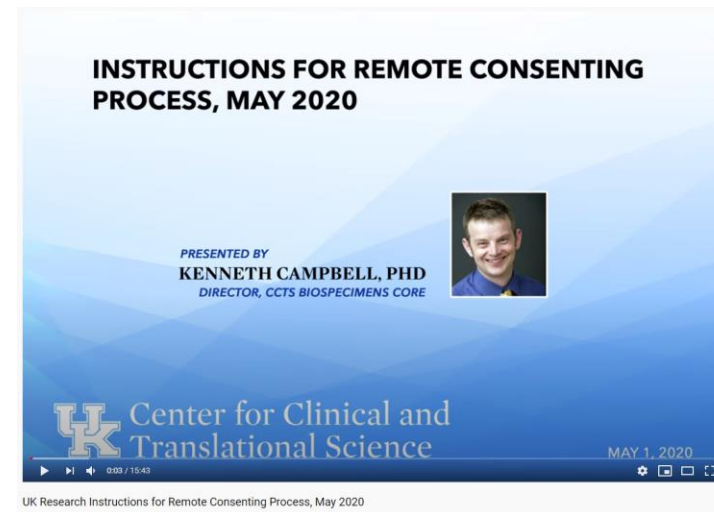
INSTRUCTIONS and LINKS

- **REDCap Remote Informed Consents**
- Remote consenting process
- **REDCap Pre-screening Potential Subjects**
- To Determine Eligibility

REDCap Account

To begin complete a CCTS Service Request Form and select REDCap account
<https://cctsdta.uky.edu/membership/>

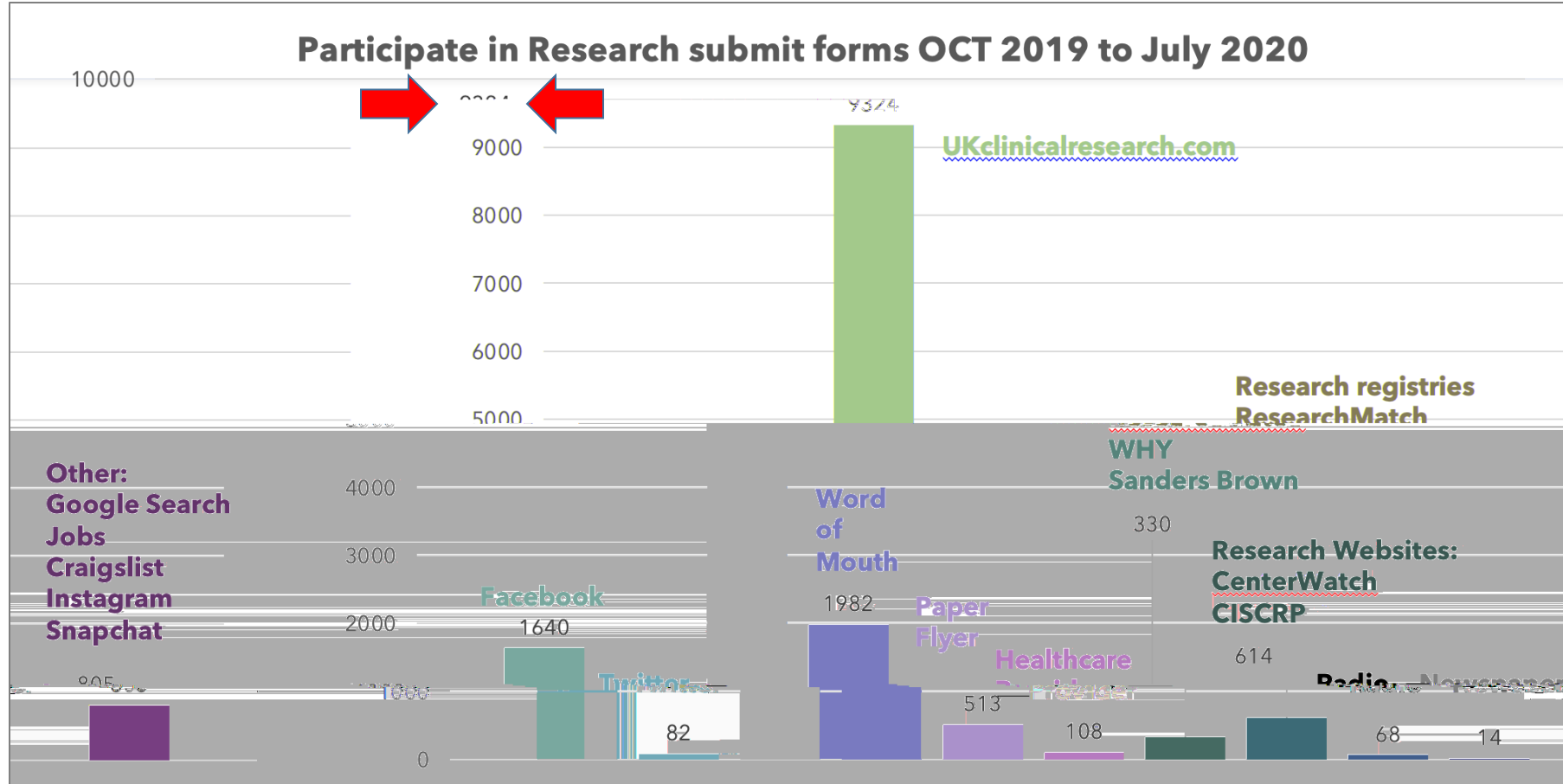
- Links to Office of Research Integrity for more information
- REDCap Remote Informed Consent & Prescreening Forms for Potential Participants- Examples ([sample language](#))
- Example of [Remote Informed Consent](#) (video)



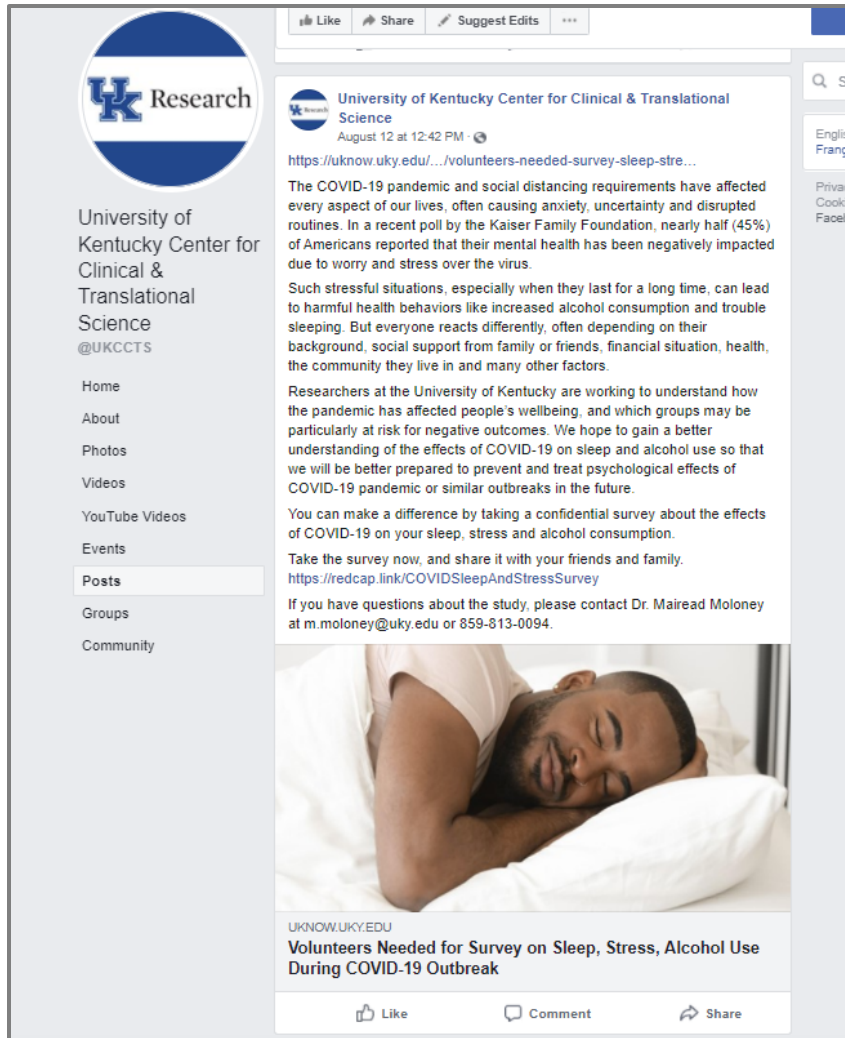
UK Research Instructions for Remote Consenting Process, May 2020

Prescreening Forms Added to Online Studies have Increased

UKClinicalresearch.com- online submit forms "How did you learn about the study?"



Social Media Facebook Boost Ads have Increased



Free ad post

Flyer

73 people reached

5 engagements

News article link

60 reached

3 engagements

Paid Boost ad post - \$200

610,063 impressions

(Number of times your ad was on the screen)

287,039 reached

(Number of people who saw your ads at least once. Note: this may include multiple views of ad by the same people)

44 clicked link

(Number of times your ad achieved an outcome, based on the objective and settings selected)

Advertisement of Research: Flyers on Wall mounts Frequency of Placement has Changed

UNIVERSITY OF KENTUCKY RESEARCH

Are you at risk for diabetes?

Researchers at the University of Kentucky are inviting you to participate in a study to examine the role of inflammation in the progression of pre-diabetes to type 2 diabetes.


This study involves one to two visits per year for up to three years.

Participants will be compensated for their time and participation at each visit.

You may be eligible to participate if you are:

- between 40-80 years old;
- overweight or obese;
- at risk for diabetes (overweight, family history, hypertension, etc); and
- able to speak English.

For more information, please contact:
Doug Long
delong2@uky.edu
859-323-5438

 Research
An Equal Opportunity University
www.UKclinicalresearch.com

INDIGO Longitudinal PNS-002(pd)_flyer #

7 Locations



Video Media Production Process has Changed

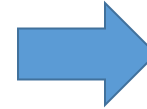
Before COVID-19

- PRS films on site and takes all photos
- PRS provides music and editing services to complete the video













AFTER COVID-19

****On-site filming/photography is currently suspended**

1. PRS Team provides study teams with a sample storyboard (12 PPT frames for a 90 second video)
2. PRS Team provides information about photos that will be used for the video. (Turn cell phones horizontally to capture the best images; photos should be a high resolution)
3. PRS Team asks study teams to provide background music
4. PRS polishes the video and renders a final cut (after a first cut is submitted by the study team)



Storyboard .90 seconds for 12 slides is approximately 7.5 seconds per slide, use higher resolution jpegs. Soft music in the background is recommended, music cannot be any specific song due to copy right issues.

| | | | |
|---|---|---|--|
|  Intro slide and script |  Script – one or two short sentences for each image |  Script |  Script |
|  Script |  Script – this photo is a png and may not be high enough resolution |  Script – this photo is a png and may not be high enough resolution |  Script |
|  Script |  Script |  Script |  Ending information: logos, url addresses, contact information |

Video Media Production Process has Changed

Video created during COVID-19

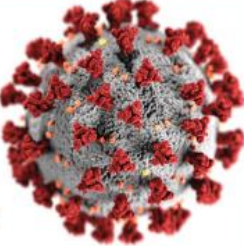
- [COVID-19 and the Impact on the Church](#)
- Drs. Lovoria Williams and Maria Gomez (College of Nursing, UKY)
- This study team took their own photos, provided their own music, and used the twelve-panel storyboard and PowerPoint to create a first cut of the video
- PRS Media Specialist, Bryan Sanders polished the video (cleaned up photos, made transitions smoother, added UKY logos)



Participate in Research

HAS YOUR LIFE BEEN AFFECTED BY

COVID-19?



The UK College of Nursing is teaming up with local churches to explore the impact of COVID-19 on Appalachian and Black church congregations. The purpose of this project is to assess the physical, financial, and psychological impact of the global pandemic. Churches will be compensated for their participation.

Participants must be 18 years old or older and must attend a church in Appalachia or Central Kentucky.

Participants will complete a on-line survey that can be accessed through a computer, smart phone, or tablet. Paper copies of the survey are also available. The survey will take approximately 15-20 minutes to complete.

(NAME OF CHURCH SITE)
TO COMPLETE THE SURVEY VISIT

ENTER CODE

FOR MORE INFORMATION CONTACT
Dr. Lovoria Williams, PhD
lovoria.williams@uky.edu
859-323-5579

Dr. Maria Gomez, DrPH
maria.gomez@uky.edu
859-323-6105

 College of Nursing
An Equal Opportunity University

RESEARCH STUDY

Public Relations and Media for Recruitment

Mallory Powell
CCTS Communications Director

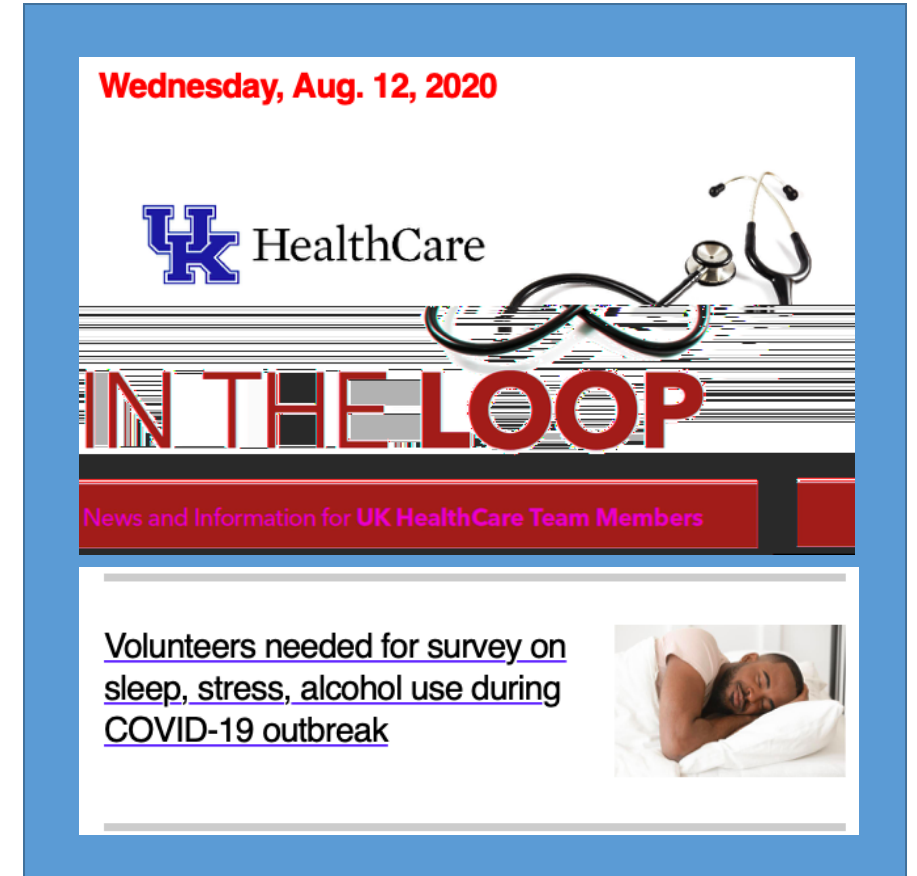
mallory.powell@uky.edu
615.828.0000

Keep in mind:

- Earned media vs. paid media
- We do not have control over outside editorial decisions/schedules.
- There are capacity limitations.
- Media pushes can cause an uptick in calls/emails for your study.
- You need IRB approval for media plans + media produced in-house such as health columns, articles, etc.

Media Opportunities: Health Column

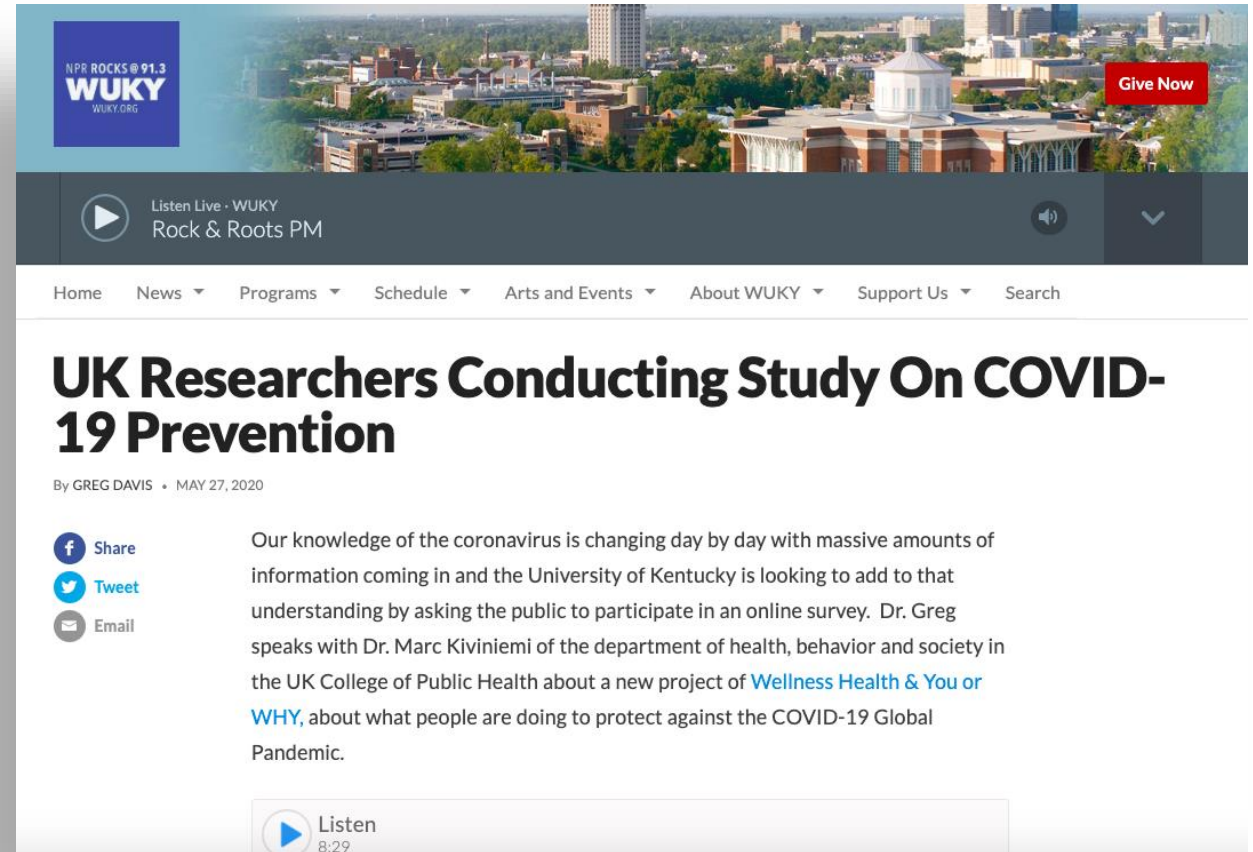
- You write, I edit.
- Around 350 words
- Lay audience (8th grade reading level)
- Possible publication in:
 - Richmond Register
 - UKNow
 - UKHC Newsletters
 - Regional papers



Media Opportunities: Pitching Interviews

Radio

- WUKY
- WEKU
- Lexington Community Radio



The screenshot shows the WUKY website interface. At the top left is the WUKY logo with 'NPR ROCKS @ 91.3 WUKY WUKY.ORG'. To the right is a 'Give Now' button. Below the header is a navigation menu with links for Home, News, Programs, Schedule, Arts and Events, About WUKY, Support Us, and Search. The main content area features a news article titled 'UK Researchers Conducting Study On COVID-19 Prevention' by Greg Davis, dated May 27, 2020. The article text discusses a study on COVID-19 prevention and mentions Dr. Marc Kiviniemi. Below the article is a 'Listen' button with a play icon and a duration of 8:29.

If you are interested in discussing media options, please contact:

- Mallory Powell, CCTS Communications Director

or

- Your UK Public Relations liaison: Find them at

www.uky.edu/prmarketing/staff/

Media Opportunities: Pitching Interviews

TV

- Interviews via Zoom
- You need to have pictures/
image suggestions
- Remember that pitches can be
rejected

