Participant Recruitment During COVID-19
Participant Recruitment Services Team

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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](#)

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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

• 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)
Prescreening Forms Added to Online Studies have Increased

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

Participate in Research submit forms OCT 2019 to July 2020

- UKclinicalresearch.com: 9324
- Facebook: 1640
- Twitter: 82
- Word of Mouth: 1982
- Paper Flyer: 513
- Healthcare Provider: 108
- Research Websites: CenterWatch, CISCRP: 330
- Research registries: 614
- ResearchMatch: 68
- WHY: 14
- Sanders Brown: 805
- Other: Google Search Jobs, Craigslist, Instagram, Snapchat
Social Media Facebook Boost Ads have Increased

**Free ad post**
- **Flyer**
  - 73 people reached
  - 5 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)

**News article link**
- 60 reached
- 3 engagements

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

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)
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)
Public Relations and Media for Recruitment

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CCTS Communications Director

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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
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