



DEVELOPING YOUR RECRUITMENT MATERIALS

- Use recruitment materials as a tool to help families know if they qualify for inclusion in your cohort (we don't want to get families excited and then tell them they don't qualify!)
- Consider including information about consent on your recruitment materials
- Test your recruitment materials with several families before distributing widely
- Take advantage of template materials provided by the ColIN
- Get creative with your recruitment materials. Some teams are creating:
 - Introductory letters
 - Tri-Fold Brochures
 - Flyers

DEVELOPING YOUR RECRUITMENT PROCESS

- Think creatively about recruitment channels
 - Can you utilize family networks? Community events? Regular patient visits?
- Think about your reach – will you reach the number of kids necessary to recruit 150-300 kids?
- Make recruitment and participation as convenient as possible for potential participants
- Use channels that will increase recruitment response (ie can recruitment be done face-to-face?)
- Engage your family representatives in recruitment work
 - Have family advisors draft marketing materials
 - Have family advisors explain the importance of the project to potential participants
- Ensure you're communicating the importance of your project
 - Let potential participants know your goals and desired impact
 - Share with potential participants your communication plan (ie how will you communicate changes and impact to them throughout your project?)
- Ensure you're providing a consistent message
 - Think through who you need to involve in recruitment efforts and what type of education and support you need to provide them
 - Do you need to loop in providers, clinic staff, care coordinators, etc so they are aware of your recruitment efforts and are providing a consistent message to patients and families?
 - Can you provide a "project newsletter" or "monthly update" to your stakeholders updating them on your project's progress?

IDENTIFYING POTENTIAL PARTICIPANTS

- Develop clear criteria to help you target potential participants
- Think through what existing data sources you have access to:
 - Can you use your EHR to create a list of eligible participants?
- Can you stratify existing data to identify potential participants?