Effective Methods to Recruit Ethnically Diverse Women for a Reproductive Health Promotion Program

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Project Objective

To describe recruitment strategies effective in recruiting ethnically and racially diverse women for a Women's Reproductive Health Promotion group intervention program
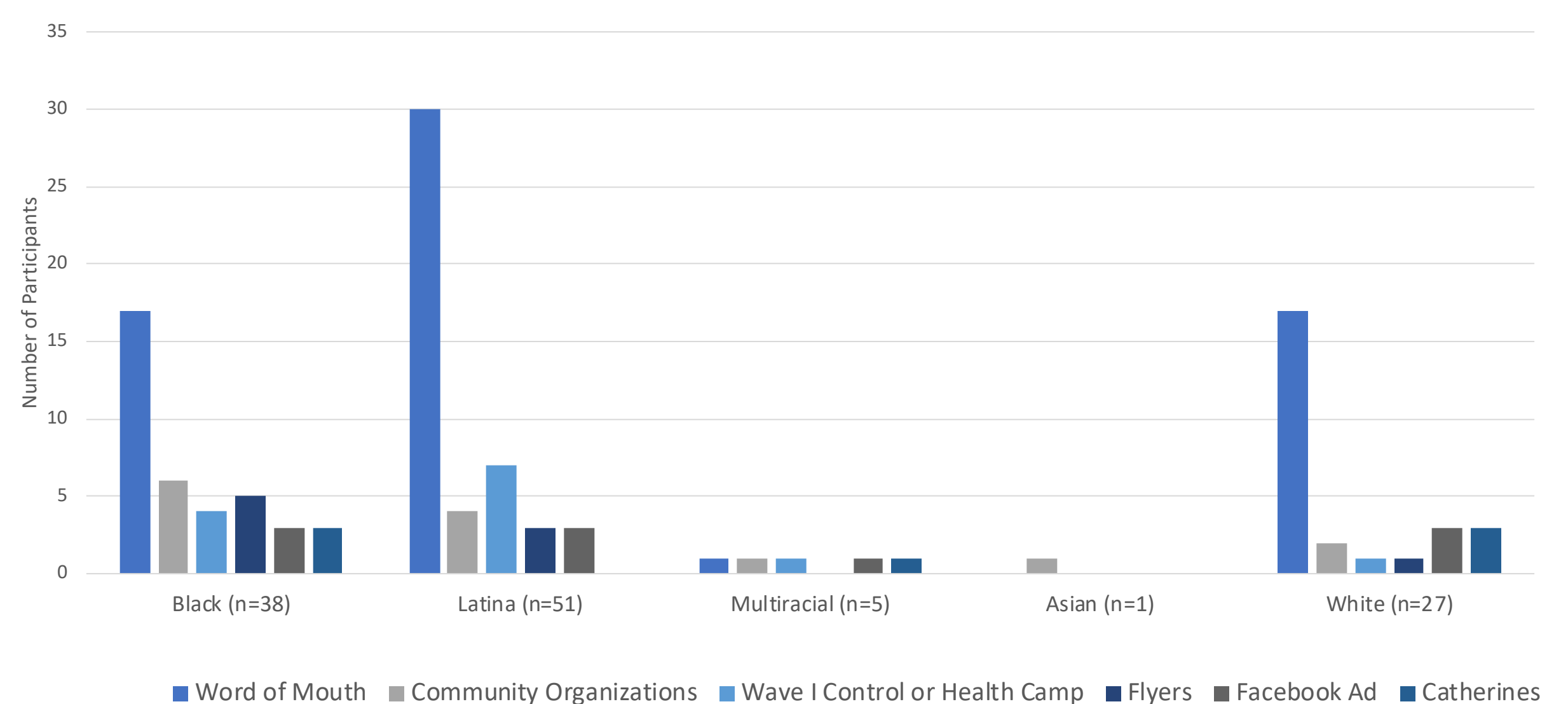
Background

There is increasing ethnic diversity in U.S. demographics, and there are ongoing racial disparities in pregnancy-related health outcomes in the U.S. Through community-based participatory research, Calvin's Nursing program has assessed specific Grand Rapids neighborhoods' health concerns via surveys and focus groups and has recommended solutions, like health promotion programs. Recruitment of ethnically diverse persons, especially from minority groups, can be challenging, but equitable representation in these programs is essential.
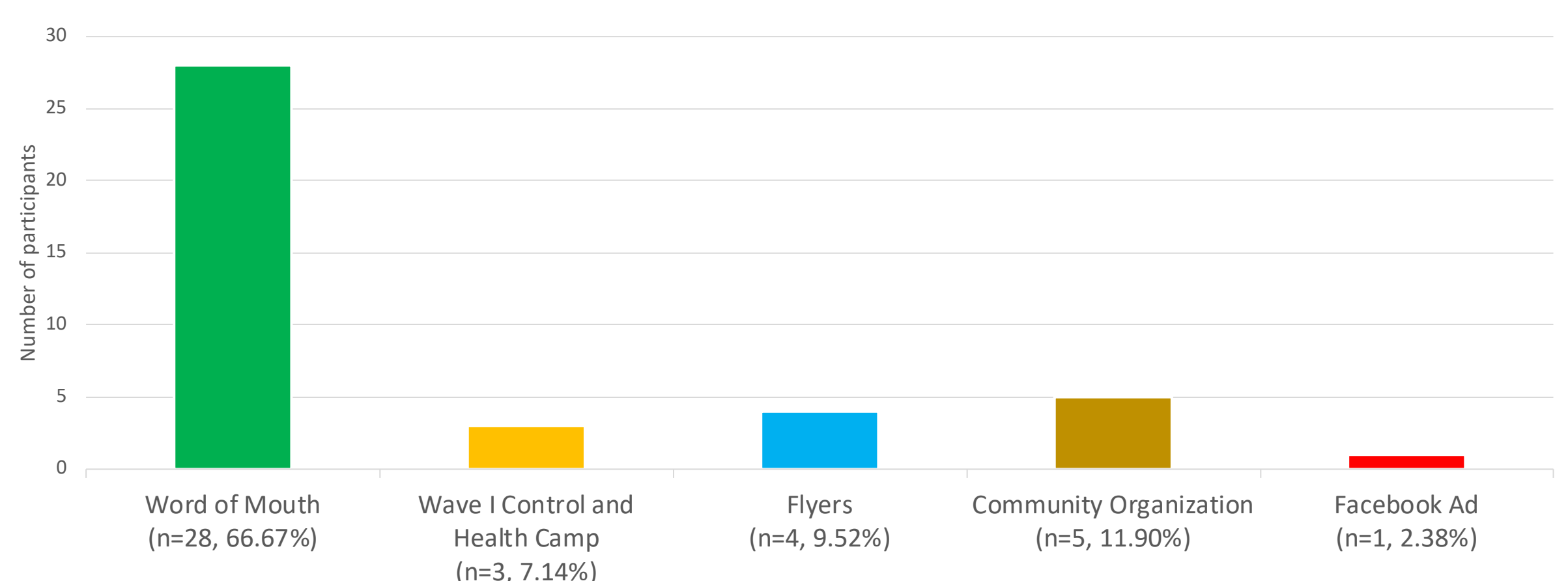
Methods

This was a simple descriptive study that analyzed pre-screening data collected during the enrollment of participants and the records of recruitment efforts to determine the most effective methods for recruiting. Recruitment strategies included word of mouth, local partnering agencies, flyers in neighborhoods, previous or existing participating programs, and a Facebook advertisement. Univariate analyses were performed using percentage distributions, means, and frequencies.

Key Findings

Self-Identified Race and Recruitment source:

Retention and Recruitment Source:

There was contact with 411 women, and a total of 128 women were pre-screened. The majority of the recruitment was through community engagement activities, emphasizing the need for building a strong, trusted community partnership. Word of mouth was the most effective method of recruitment for all races, but especially for women who identified themselves as black and Latina.

Sources and Acknowledgements