

# Issues in Clinical Trials – Communication is Key

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*It's not just about how to talk about your study – but, also about how to listen well.*

1. Publicity: What methods work?
  - a. Word-of-mouth
  - b. Letters to past participants
  - c. Newspaper ads: daily, specialized, neighborhood
  - d. Targeted ads – e.g., Seattle Symphony, Opera, Seahawks, Mariners
  - e. Public Service Announcements – community newsletters and radio
  - f. Postings – public libraries and community centers, grocery stores
  - g. Intermediaries: non-profits, interest groups, religious groups
  - h. Bus ads: inside/outside, choose routes
  - i. UW recruitment site <http://www.washington.edu/healthresearch/>
  - j. Flyers
  
2. Recruitment: Screening/Informed Consent: Time, time, and more time
  - a. Elements – appropriate communication of benefits
  - b. How to evaluate the risks
  - c. Clear information about what is done if harm is incurred
  - d. Decreasing barriers – what do participants need:
    - i. Food
    - ii. Transport
    - iii. A pillow
    - iv. Parking permits, bus tickets, taxi vouchers
  
3. Retention: Maintaining communication throughout the study
  - a. Expressions of appreciation consistently
  - b. Contact before, after and during a session
  - c. Newsletters
  - d. Birthday/holiday cards
  - e. taking time to listen
  
4. Debriefing and Follow-up
  - a. Newsletter/letter with results and other information
  - b. Off-prints of articles
  - c. Thank-you cards

# FOR YOUR PRESENTATIONS

Consider turning the question around . . .

- Researchers typically approach a study with a research question and hypothesis.
- Communities, community members and individuals think about what they are experiencing and/or concerned about.

Researchers can ask - what do you want to know about?

## **Take each area and ask if audience has ideas about:**

**Publicity:** What newspapers do you read?  
What TV programs do you watch?  
What radio programs do you listen to?  
What places do you go where you read announcements?  
What ideas do you have about how we can find research subjects?

**Recruitment:** What do you want to know to help you decide if you want to be in a study?  
What would make it easier for you to take part?  
Do you think people should be paid to take part in studies? Why?  
If we pay people, how much should we pay them?

**Retention:** What problems do people have in sticking with a study?  
What could we do to make it easier for you to continue taking part?

**Follow-up:** What information do you want after a study is over?

## **The most important questions:**

What kinds of studies would you like to take part in?

What kinds of studies does your community need?

Notes/Ideas: