

For Your Insight: Research and Practice From the Field Vol. 36

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This bimonthly update highlights relevant research for RETAIN states and summarizes key takeaways that may benefit program implementation. Each summary includes a link to an article, a resource, or a formal abstract. An accessible version of *For Your Insight* is attached to this e-mail.

Effective Recruitment of Minority Populations Through Community-Led Strategies

Horowitz and colleagues (2009) looked at community-based participatory research (CBPR) as a strategy to engage underserved populations. CBPR is a research approach that involves partnerships with communities that are affected by the issues being studied. In CBPR, researchers and communities work together on all parts of a research study. In this study, a community action board of 20 East Harlem residents and community leaders worked with researchers to recruit adults with diabetes into a diabetes prevention program. The board considered the effectiveness of five different recruitment strategies:

- recruiting through clinicians;
- recruiting from large public events, such as health fairs and farmers markets;
- organizing special local diabetes-related recruitment events;
- providing program information at local community organizations; and
- establishing champions at community organizations to promote recruitment efforts.

Out of the five approaches, establishing champions at community organizations to promote recruitment efforts was the most effective, reflecting 68% of all participants enrolled. Clinicians did not enroll any participants. The authors conclude that partner-led approaches can be used to support recruitment of underserved populations into research studies.

Full text available: [Horowitz, C. R., Brenner, B. L., Lachapelle, S., Amara, D. A., & Arniella, G. \(2009\). Effective recruitment of minority populations through community-led strategies. *American Journal of Preventive Medicine*, 37\(6\), S195–S200.](#)

Tags: Recruitment, community-based participatory research, underserved communities

Best Practices for Outreach and Engagement to Latino Audiences Using Community-Based Programs

Vega and colleagues (2016) highlight research-based strategies to engage Latino communities at community-based programs in Idaho, Oregon, and Washington. These strategies include the following:

- *Bilingual and bicultural personnel.* Use bilingual and bicultural staff to ensure effective communication with individuals from Latino communities. Bilingual and bicultural staff can give the program credibility and help adapt the program to the needs of the community.
- *Trust and relationship building.* Address specific cultural needs and values to build relationships and trust. Latino culture is often relationship based, which means building trust is critical to program success. Building relationships requires an ongoing commitment to listen and learn from community members.
- *Family-centered.* Accommodate the busy schedules of Latino families. For many Latino families, work and family comes first, coordinating with their schedules is important to program success.
- *Valuing relationships.* Establish a connection through a personal conversation, rather than traditional methods of recruitment such as newsletters and flyers.
- *Community partnerships.* Build trust with the Latino community members and connect them to resources by developing community partnerships.
- *Connecting families with resources and referrals.* Know where and how community members can access needed resources. Access to resources can support Latino community members who experience higher rates of poverty.
- *Research and program evaluation.* Focus groups work best to collect feedback from Latino community members.
- *Cultural competence.* Provide program staff with opportunities to develop their cultural competence through training and diversity programs. Also reward program staff for increasing their cultural competence. Gaining an understanding of different cultures is essential to program success.

Full text available: [Vega, L., Brody, B., & Cummins, M. \(2016\). Best practices for outreach and engagement to Latino audiences using community-based programs. *Journal of Human Sciences and Extension*, 4\(2\), 148–166.](#)

Tags: Underserved communities, recruitment, community-based organizations

Best Practices for Engaging Underserved Populations

Stonewall and colleagues (2017) reviewed literature from psychology, communication, and community planning to develop the following five best practices for engaging underserved communities in research:

- *Earn trust through partnership.* Partner with trusted community organizations and/or community leaders to help build relationships with the larger community and add credibility to the project.
- *Be multilingual and inclusive.* Prepare multilingual surveys and flyers and offer materials in appropriate languages. Underserved communities often include many non-English speakers, and providing multilingual materials can improve inclusivity.
- *Communicate for understanding.* Use images representative of the community and styles of speech that reflect the speech and writing of the community for effective communication. Individuals tend to associate more closely with those who look and talk similar to them.

- *Respect schedules and cultural norms.* Be flexible in times and locations for when people are most willing to participate. People’s availability can vary widely depending on the community. Also consider engaging potential participants in public places such as grocery stores, churches, and coffee shops because public areas may be more widely trusted.
- *Offer something useful.* Compensate people in underserved communities for their time by offering gift cards to local businesses that they can easily access. In addition, offering necessary accommodations such as travel assistance and daycare may help increase engagement.

The authors conclude that using these best practices may allow researchers to engage with underserved communities in a way that benefits individuals and the research team.

Full text available: [Stonewall, J., Fjelstad, K., Dorneich, M., Shenk, L., Krejci, C., & Passe, U. \(2017\). Best practices for engaging underserved populations. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 61\(1\), 130–134.](#)

Tags: Recruitment, underserved communities

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