Successful Recruitment Strategies for Securing a Survey Sample of Caregivers of Patients with Multiple Chronic Conditions (MCC)

THURSDAY JANUARY 7TH, 1-2PM
ACHRU SEMINAR SERIES
DR. ALLISON WILLIAMS, PHD,
CIHR IGH CHAIR IN GENDER, WORK & HEALTH
‘Overcoming Recruitment Challenges for Securing a Survey Sample of Caregivers of Community-Dwelling Older Adults with Multiple Chronic Conditions’, submitted for publication to Journal of Community Health, Dec 23, 2015

Authors: A. Williams, Wendy Duggleby, Jenny Ploeg, Maureen Markle-Reid, Heather Moquin, Jilan Yang
Acknowledgements

• Thank you to the caregivers who participated in the study and provided valuable information about their experiences.

• This work is a part of a larger program of research (Aging, Community and Health Research Unit), supported by a Canadian Institutes of Health Research Signature Initiative in Community-Based Primary Healthcare (TTF 128261), and the Ontario Ministry of Health and Long-Term Care, Health System Research Fund Program (06669).

• A. Williams is funded by a Canadian Institutes of Health Research-Institute for Gender and Health, Research Chair in Gender, Work & Health, addressing Caregiver-Friendly Workplace Policies (CG1-126585).
Objectives

• Review successful strategies
• Acknowledge a multi-pronged approach
• Testify the importance of persistence and consistency
• Highlight the importance of geography
Recruitment in Gerontological Research

• Participant recruitment is a major issue
  – Connections to health care/social services

• Challenges often results in:
  – study redesign,
  – delays in starting/completing the study, &/or
  – non-representative findings
Why is recruitment so difficult?

• caregiver burden, medical concerns, *indifference* (Saunders et al., 2003)
• mistrust and transportation obstacles (Crawford Shearer et al., 2010)
• lack of confidentiality, fear of safety, scheduling conflicts, poor access to medical care, lack of knowledge, and language/cultural differences (UyBico et al., 2007)
• excessive restrictions on eligibility, such as extensive inclusivity criteria (Cassidy et al., 2001)
Study Purpose

• Understand the experience of diverse family caregivers of older adults with multiple chronic conditions (MCC)

• MCC = operationalized as a diagnosis of dementia, diabetes and/or stroke in the last 6 months prior to participating in the research, in addition to a minimum of two other chronic conditions
Study Design

• Repeated-measures, embedded mixed method design
• Across 2 provinces – Ontario & Alberta
• Up to 3 one-hour interviews
• Survey data collected at two time points, 6 months apart (target=108 per province)
• Subset of participants invited for qualitative interview (n=20 per province)
Inclusion Criteria

a) care recipient must be 65 years of age or older & diagnosed with MCC;
b) participant must be actively providing care to an older adult with MCC living in the community;
c) participant must be 18 years of age or older, and;
d) English speaking.
Sample Size

- A total of 194 (107 in Ontario and 87 in Alberta) caregivers participated.
- A larger number responded but did not meet the inclusivity criteria.
- Participants were recruited to the study through a variety of means:
  - Contacted pertinent organizations on the service landscape (i.e., disease-specific organizations).
  - Employed typical recruitment techniques, such as posters and invitation fliers.
  - Moved onto more innovative strategies, such as using social media.
- A wide range of organizations collaborated.
Table 1: Summary of Recruitment Success by Strategy/Organization for Ontario

<table>
<thead>
<tr>
<th>Number of participants recruited</th>
<th>Recruitment Strategy/Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>65</td>
<td>Local Newspaper Door-to-Door distributed Flyer</td>
</tr>
<tr>
<td>7</td>
<td>Newspaper Ad</td>
</tr>
<tr>
<td>7</td>
<td>Participant Referral (snowball method)</td>
</tr>
<tr>
<td>5</td>
<td>Saint Elizabeth Home Care</td>
</tr>
<tr>
<td>4</td>
<td>Victorian Order of Nurses (VON)</td>
</tr>
<tr>
<td>3</td>
<td>Coffee News</td>
</tr>
<tr>
<td>3</td>
<td>Parkinson caregiver support group</td>
</tr>
<tr>
<td>3</td>
<td>Alzheimer Society</td>
</tr>
<tr>
<td>2</td>
<td>Parkinson’s Society</td>
</tr>
<tr>
<td>2</td>
<td>Research flier at family doctor’s office</td>
</tr>
<tr>
<td>1</td>
<td>Caregiver support group</td>
</tr>
<tr>
<td>1</td>
<td>Kijiji Ad</td>
</tr>
<tr>
<td>1</td>
<td>Home Care</td>
</tr>
<tr>
<td>1</td>
<td>Senior center research postcard</td>
</tr>
<tr>
<td>1</td>
<td>Church caregiver support meeting</td>
</tr>
<tr>
<td>1</td>
<td>Flyer and Caregiver Support group</td>
</tr>
<tr>
<td>107</td>
<td>TOTAL</td>
</tr>
</tbody>
</table>
Table 2: Summary of Recruitment Success by Strategy/Organization for Alberta

<table>
<thead>
<tr>
<th>Number of participants recruited</th>
<th>Recruitment Strategy/Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>Alzheimer’s Society (various)</td>
</tr>
<tr>
<td>20</td>
<td>Alberta Caregivers Association</td>
</tr>
<tr>
<td>20</td>
<td>Newspaper Advert</td>
</tr>
<tr>
<td>5</td>
<td>Another participant</td>
</tr>
<tr>
<td>3</td>
<td>Edmonton Examiner Advert</td>
</tr>
<tr>
<td>2</td>
<td>Alberta Beach Seniors 50+ club</td>
</tr>
<tr>
<td>1</td>
<td>Coffee News</td>
</tr>
<tr>
<td>1</td>
<td>South East Edmonton Seniors Association (1 bulletin board)</td>
</tr>
<tr>
<td>1</td>
<td>POSTER-IGA Grocery Store</td>
</tr>
<tr>
<td>1</td>
<td>POSTER-STARBUCKS</td>
</tr>
<tr>
<td>1</td>
<td>POSTER-Uni library</td>
</tr>
<tr>
<td>1</td>
<td>POSTER-Uni CAPS</td>
</tr>
<tr>
<td>1</td>
<td>POSTER-public library</td>
</tr>
<tr>
<td>1</td>
<td>POSTER-Eckville Friendship Centre</td>
</tr>
<tr>
<td>1</td>
<td>POSTER-Church in Irma</td>
</tr>
<tr>
<td>1</td>
<td>POSTER-Pharmacy</td>
</tr>
<tr>
<td>1</td>
<td>Family Caregiver Centre in Calgary</td>
</tr>
<tr>
<td>1</td>
<td>Edmonton Senior Coordinating Council</td>
</tr>
<tr>
<td>1</td>
<td>SE Community League</td>
</tr>
<tr>
<td>1</td>
<td>Facebook contact</td>
</tr>
<tr>
<td>1</td>
<td>Heart &amp; Stroke Foundation</td>
</tr>
<tr>
<td>87</td>
<td>TOTAL</td>
</tr>
</tbody>
</table>
An Invitation to Participate

A Study of Family Caregivers of Older Adults with Multiple Chronic Conditions

Purpose: The purpose of this study is to enhance our understanding of the experiences of family caregivers providing care to older adults with multiple chronic conditions. The goal of this research is to suggest how the health of caregivers can be maintained.

Expectations: To participate in up to 3 one-hour research sessions in your home or an alternative location over the caregiving process. The first two sessions will include asking survey questions. The third session will be a conversational interview.

Please note: The service organization distributing this postcard will not be told who participated or who did not, and your decision to participate in the study will have no effect on any services provided by the organization, or your standing with the organization.

There are minimum potential risks involved in this research. The risks associated with participating in the study are no greater than risks you would encounter in everyday life. There is a possibility that the data collection process may cause some psychological upset given the nature of the questions asked. In order to mitigate this, the researcher has been trained in a range of caregiver-related issues. In addition, the researcher will have access to a list of resources, such as those available in the community; this will allow the researcher to connect you to the resources that you seek or wish to explore further.

Please note that this study has received Research Ethics Approval from McMaster.

I do understand that this is a difficult time for you and deciding to participate may be challenging. If you think you would like to join and/or would like more information, please do not hesitate to contact us:

Allison Williams, PhD., McMaster University; phone: (905) 512-4910 OR (905) 525-9140, Ext. 24334, OR e-mail at awill@mcmaster.ca.

Thank you!
INVITATION TO PARTICIPATE

A Study on Family Caregivers
Friends or family members providing care to older adults

What’s Involved?
Up to three 1-hour research sessions would be required either by phone or at the location of your choice. A $25 coffee gift card will be given at each session as a thank you for your participation.

Questions?
If you are interested in finding out more about this study, please call Heather at 780-492-8167 or email her at heather.moquin@ualberta.ca

What do we want to learn from this study?
We want to better understand the experiences of family caregivers providing care to older adults with multiple chronic conditions.

Who can Participate?
People actively providing care to a friend or family member 65 years or older with 2 or more chronic conditions. A condition is chronic if someone has had it for 6 months or longer.
Strategies Used to Overcome Challenges

1. Using a multi-pronged recruitment strategy with persistence;
2. Knowing the location of the sample in the community;
3. Weekly reporting by team members primarily responsible for recruitment and data collection, and;
4. Regular team meetings to build on successful recruitment strategies while troubleshooting new approaches.
1. Using a multi-pronged recruitment strategy with persistence

- target sample was community dwelling
- Service providers approached
- ‘Coffee News’ in local franchises
- Kijiji and other social media
2. Knowing the location of the sample in the community

- Geographical areas targeted based on demographic characteristics (65 years +)
  - Statistics Canada community profiles (2011)
  - first-hand experience

- door-to-door fliers weekly distributed via local free newspapers
3. Weekly reporting by team members

- weekly report circulated by each provincial team
  - necessitated being on top of recruitment; patterns reflected
  - strategies noted, both those that were & were not experiencing success
  - follow-up noted
4. Regular team meetings

- Built on successful strategies
- troubleshooting new approaches
- held on average every 6 weeks
- Provided brain-storming sessions allowed
  - networks to be shared
  - senior researchers to inform next steps
Sample Retention

- retention rate was 95.4%
- 9 (4.6%) participants did not participate in the second data collection
- retention rate was higher than expected
- plausible reasons include researchers providing an open conversational approach
Conclusions (1)

• Although unable to reach our goal of 216 participants, we met the sample needed to achieve statistical power in our analysis.

• The four strategies employed complemented one another & worked in unison to meet the recruitment target.

• Strategies varied across provinces.
Conclusions (2)

• a multipronged approach requires:
  – adequate funding
  – a long recruitment period
  – a dedicated person with the trusted networks needed to meet the challenge of recruiting an ethnically diverse sample
Thank you!

Questions?

awill@mcmaster.ca