

Research Recruitment Table Tip Sheet

By interacting with the community, we can help decrease health inequities, increase awareness of health concerns, improve health outcomes, and build trust between research and the community. Conducting a research recruitment table in the community is one way which may help investigators reach their enrollment goals, increase inclusion and diversity in research, and lead to more generalizable study results.

Determine where you want to engage potential participants:

- Review the current department clinics across the system. Request information from your Administrator
- What locations make most sense to collaborate, based on equipment available, staffing, convenience to patients

Contact the Community Outreach Coordinator for the associated UH Market:

- Attend a health fair or community event to assess if your research projects fit the community needs
- For help identifying a Community Outreach Coordinator, contact ClinicalResearch@UHhospitals.org

Contact the Community Health Coordinator for the associated UH Market:

- Find out what events, collaborations, or partnerships already exist to support your patient population.
- Brainstorm opportunities to partner to support and connect with the community.

At the Community Outreach Table

Key Points:

- The goal is to bring awareness to the community about research as an option in their care.
- Many people do not know a lot about clinical research and there is an opportunity to educate.
- Research is voluntary, no promise of a cure or benefit, but helpful to advance medicine, some offer compensation, study specific information **must be IRB-approved**

Introduce yourself when someone approaches:

- In your Intro, include your: Name, Role, Affiliation, and Purpose of your table
- Make sure to have your UH badge visible

Let the potential participants know UH is well-versed in research:

- Provide a brief introduction of yourself and your department's research profile (# of studies, # of researchers, how long the department has been doing research)
- UH has been conducting research since 1902, see full history on [our website](#)
- UH has over 3000 active clinical research studies with \$170 million+ in funding

Have a neat, friendly appearance in your table:

- Keep your display neat and easy for potential participants to grab items off the table
- Don't have your entire stock of items on the table. Keep a box under the table and replenish as needed
- As people walk by make sure to stay off your computer, appear welcoming and smile as they pass

Read the room:

- Watch the body language and listen to the answers the potential participant is giving you. If they are uncomfortable, wrap up the conversation and offer them to view the items on your table.

Resources for Potential Participants to Learn More:

- UHhospitals.org/Research
- [UH Clinical Research Trial & Study Finder](#), 1-833-78TRIAL (1-833-788-7425)