

INTERACT Cohort Recruitment

Evaluation of cohort study recruitment

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Limited research about cost and equity of participant recruitment methods.

Recruitment cost, type, and retention for cohort studies is lacking.

Concerns about social media, selection bias, and follow up recruitment.

FOUR PROJECTS IN FOUR CITIES

1

AAA Cycling Network
Victoria, BC

2

Arbutus Greenway
Vancouver, BC

3

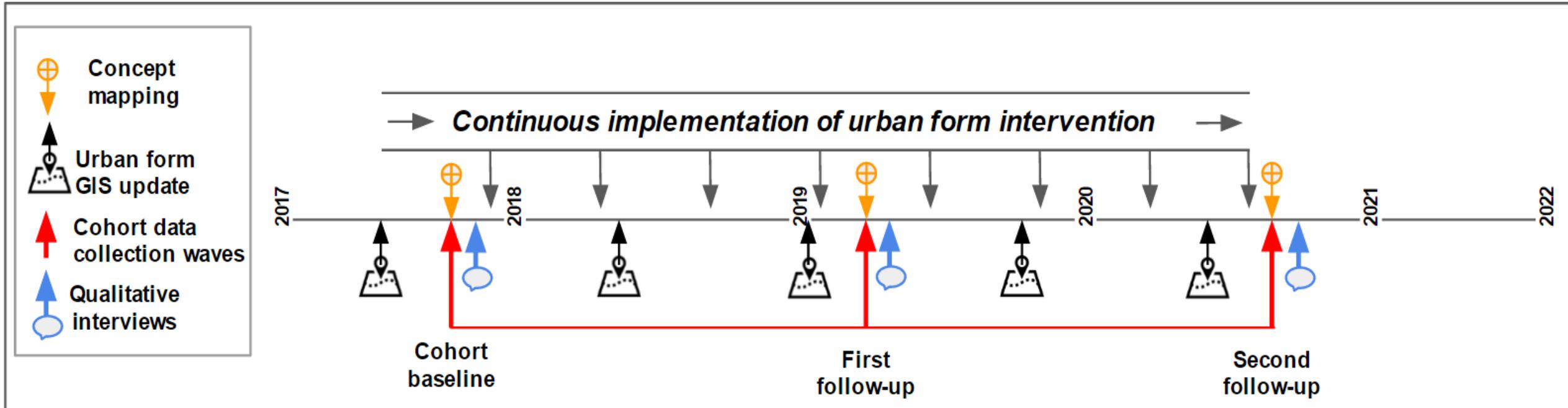
Bus Rapid Transit
Saskatoon, SK

4

Community Sustainability Plan
Montreal, QC

The INTERACT Cohorts

- 250-2500 participants per site
- 3 main data collection time points



Participation Options

1465 (56%)

Complete
Everything

476 (18%)

Mobile App

144 (5%)

SenseDoc

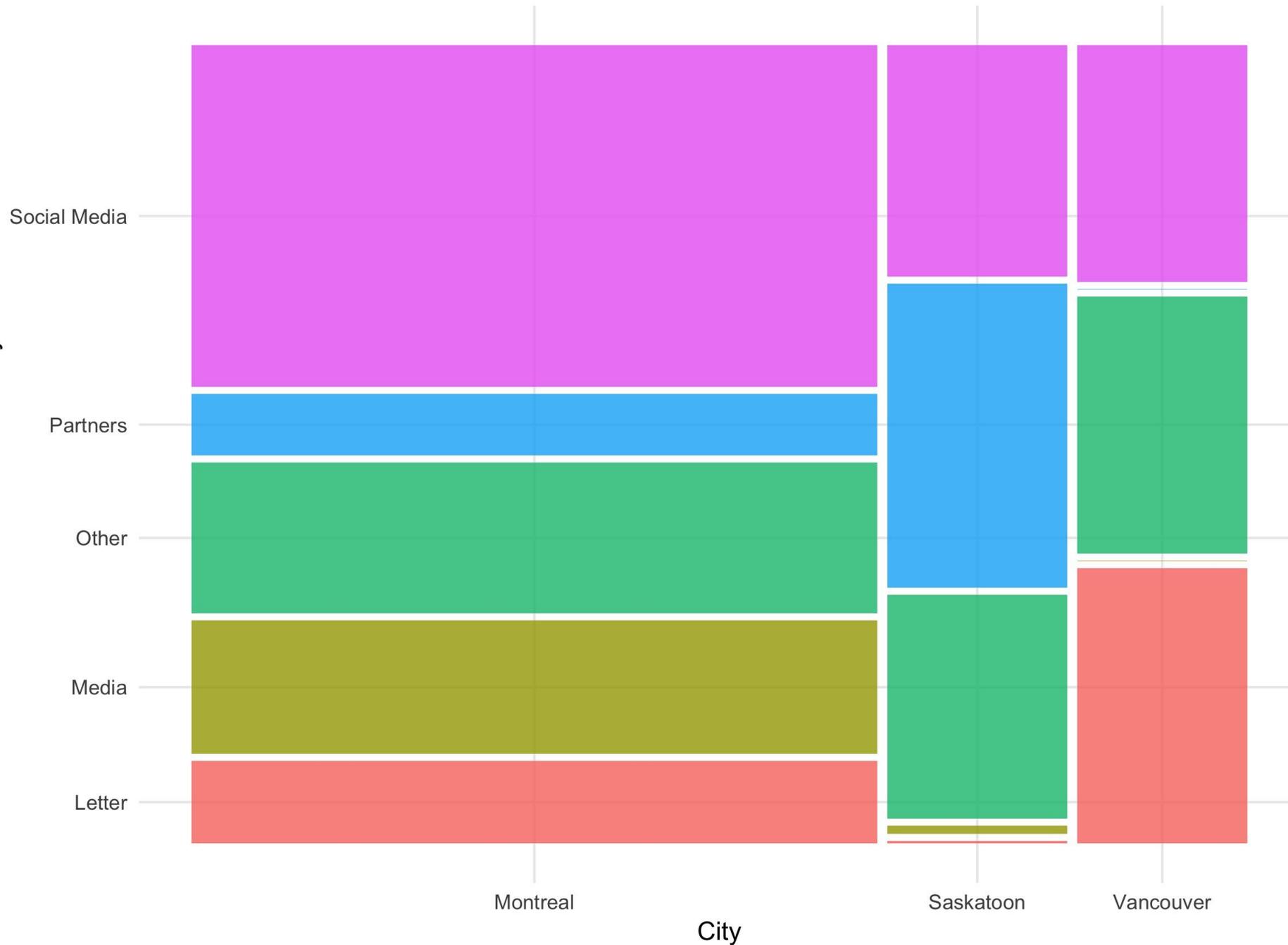
541 (21%)

Basic
Online Survey online

THREE RESEARCH QUESTIONS

1. How much does recruitment cost?
2. Does representativeness of sociodemographic groups differ by recruitment method?

Majority of participants recruited via social media, partnerships, other methods. Varies by city.

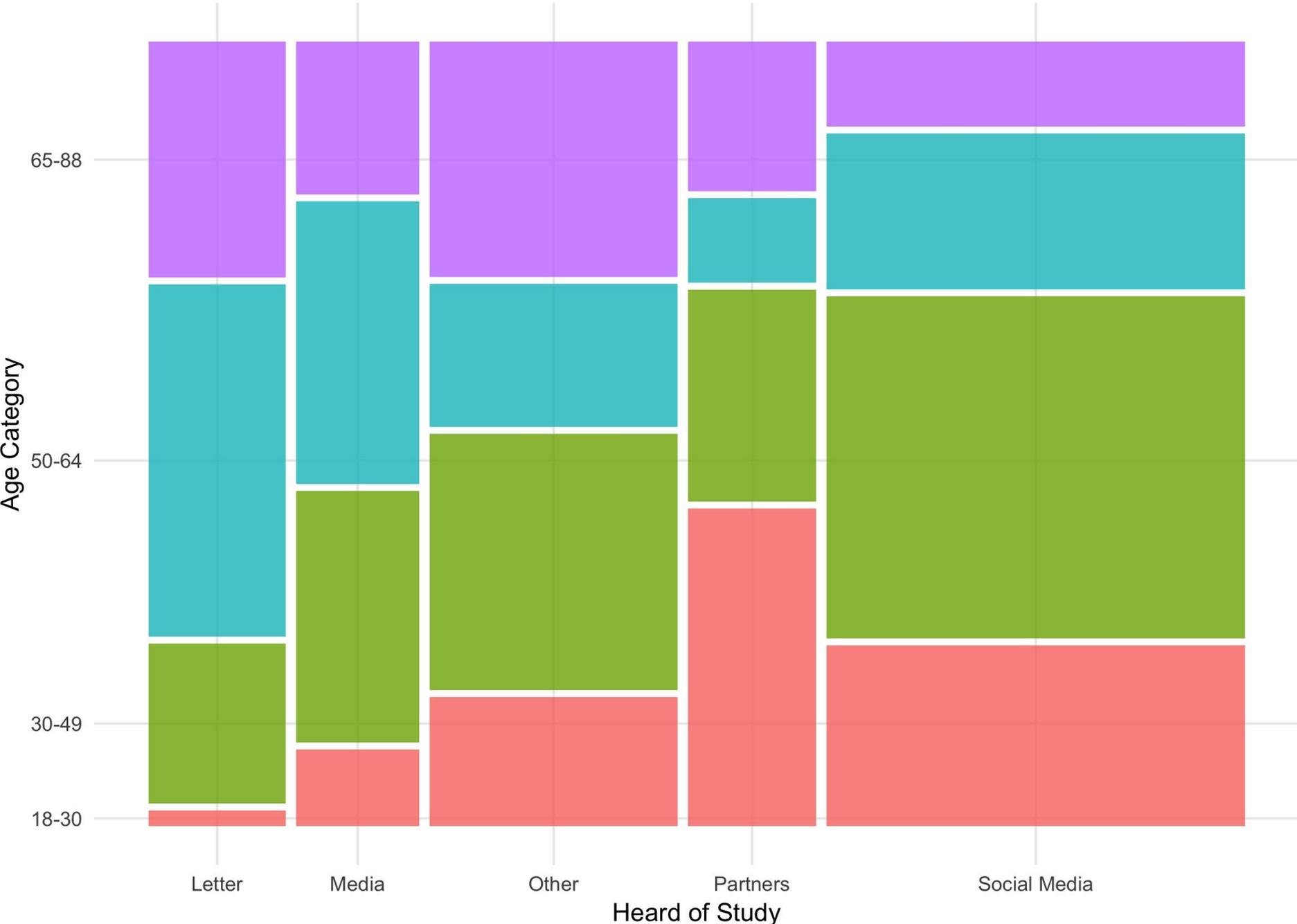


Cost

	Social Media (reach)	In Person*	Letter
Montreal	\$7.5pp (345 407)	\$1.3pp	\$102.8pp
Saskatoon	\$8.0pp (46 959)	\$5.0pp	N/A
Vancouver	\$17.4pp (157 201)	\$8.3pp	\$66.5pp

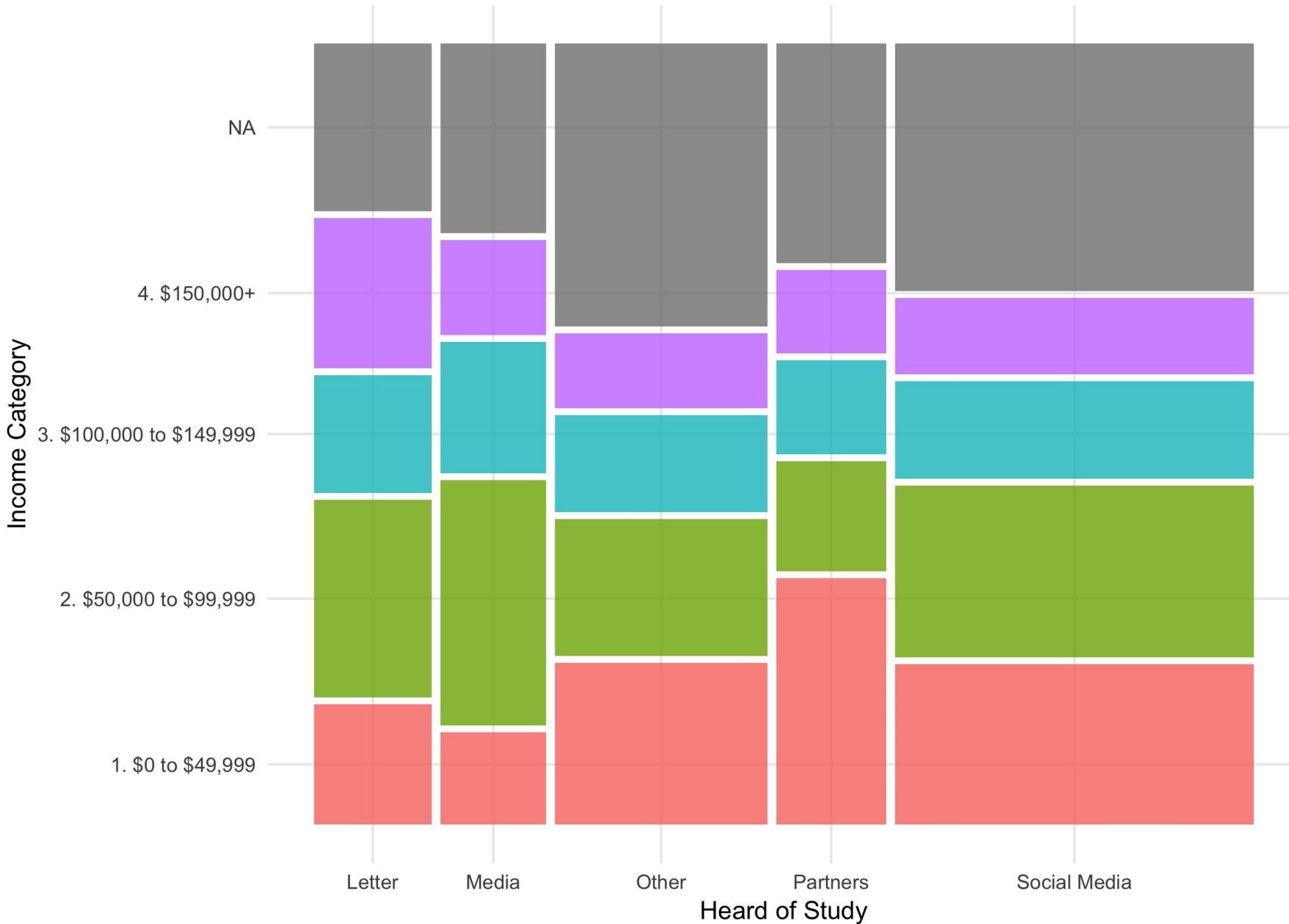
* Staff time not included in calculations; pp = per participant

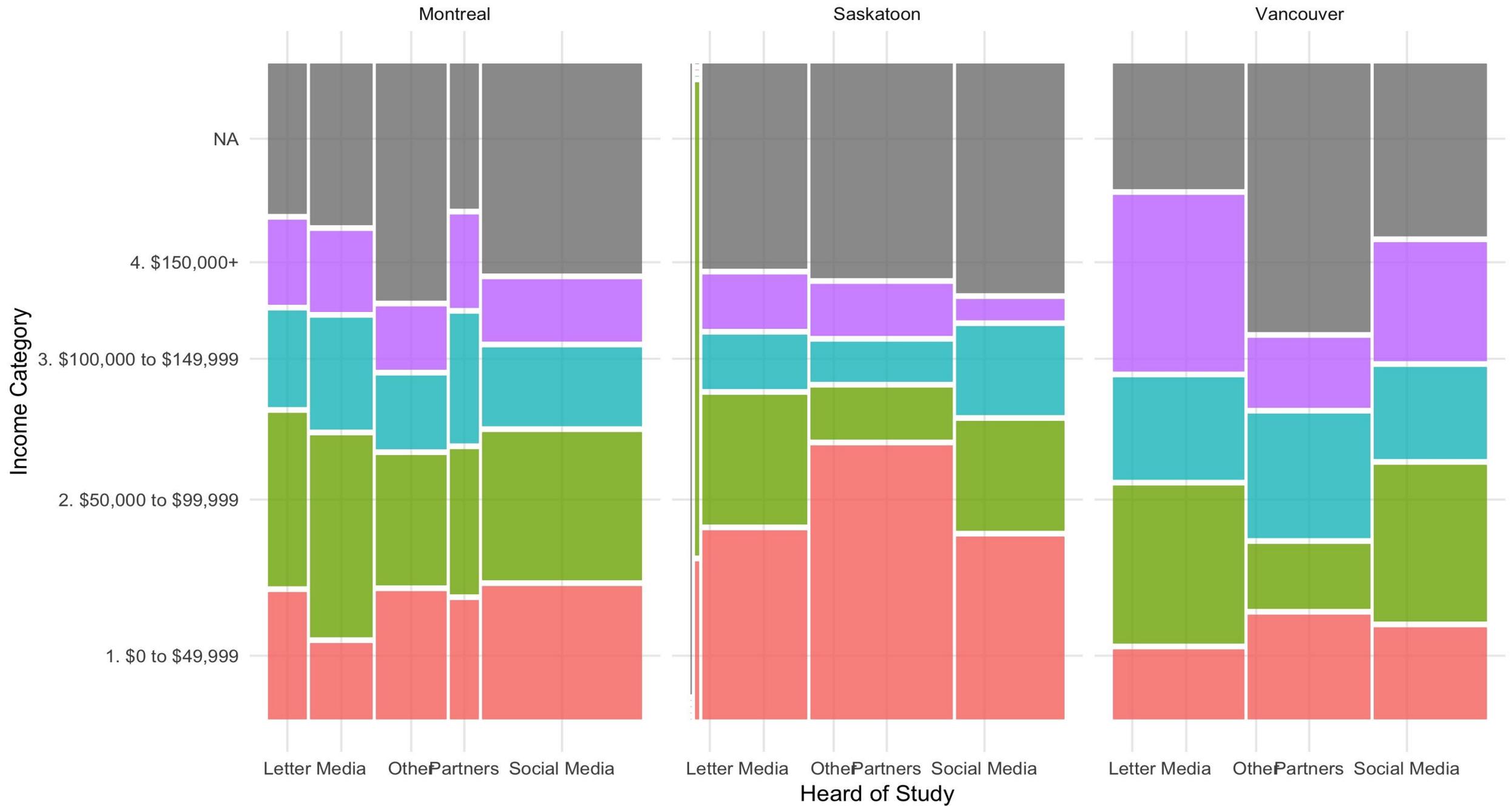
Sociodemographics by recruitment method



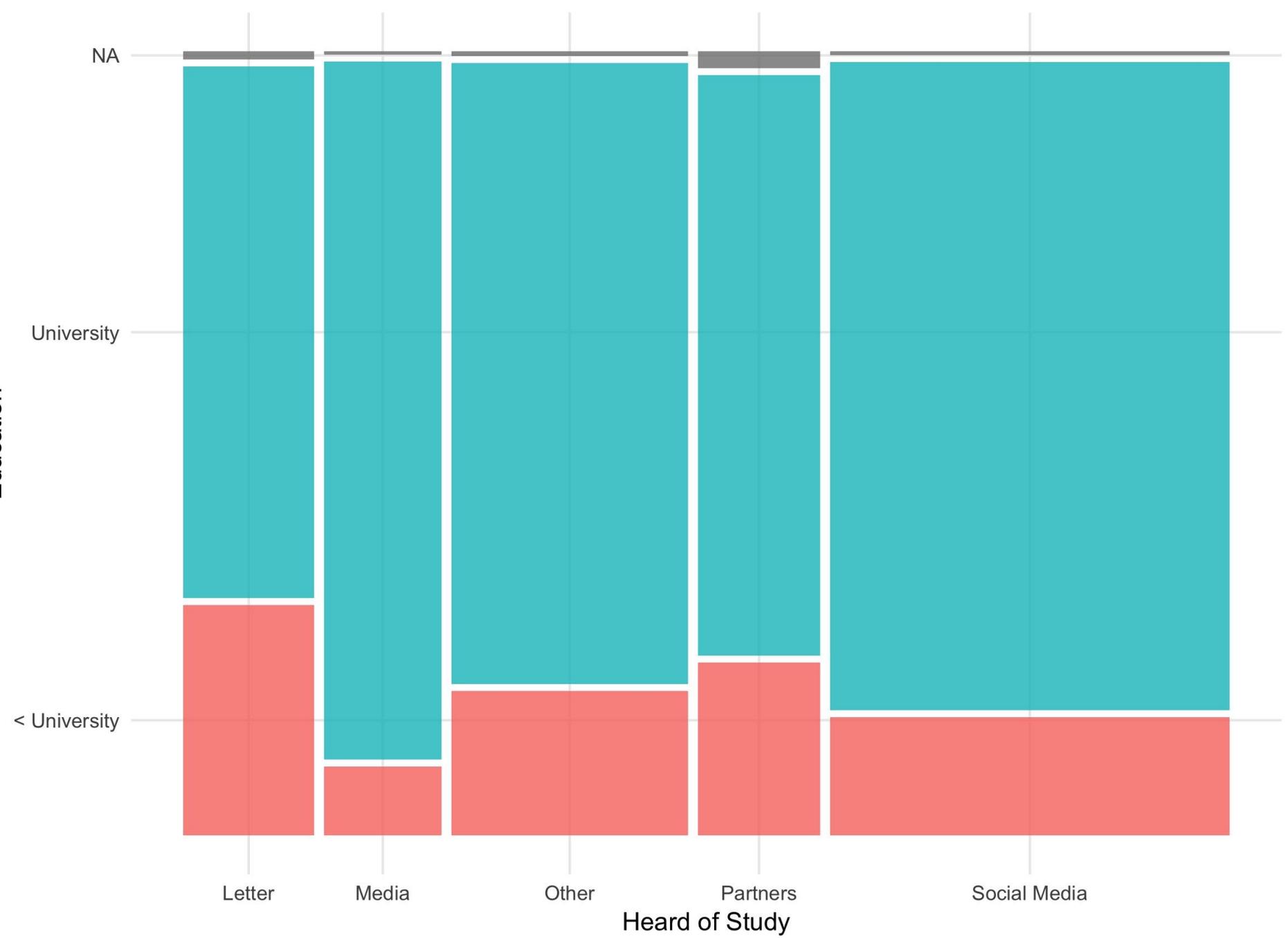
Partners and social media matter for recruiting younger ages. Letters and other methods work for older adults.

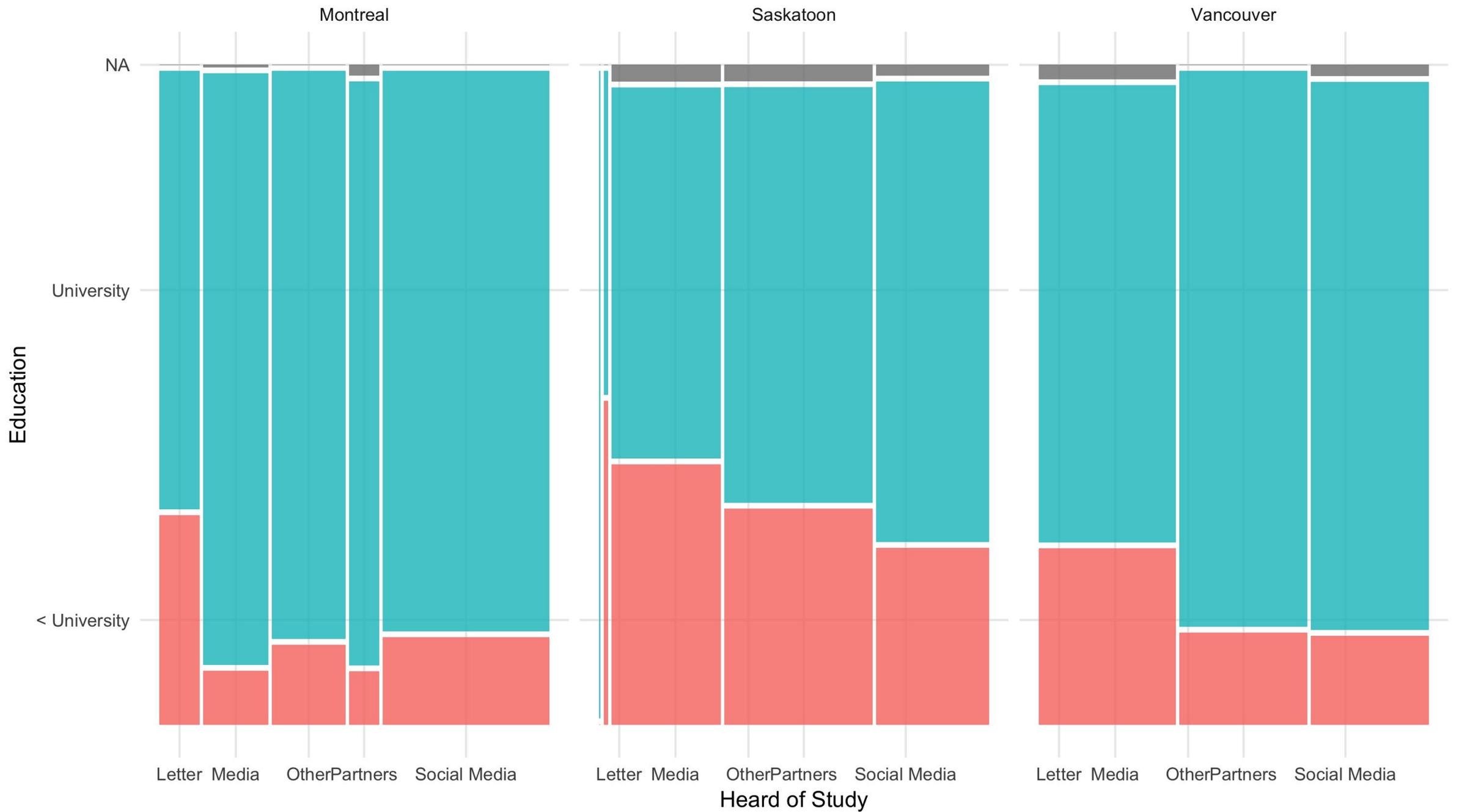
Partners matter for recruiting low income individuals.





Lower education people more likely to be recruited via letter mail.





CONTEXT

1. Montreal more diverse area and limited sociodemographic or geographic targeting
2. Saskatoon target audience on buses. Get on buses!
3. Vancouver older and geographic target. Hard to recruit population.

Social media is cheap. Use it and spend money.

Recruitment context matters. Strive to balance many recruitment strategies.

Partnerships matter for recruiting specific population groups.

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