

QUICK LINKS:

Recruiting and Retaining Families

Recruiting and retaining families in research studies requires sincere, continuous effort. Here are a few tips for recruiting and retaining families.

Find places to connect with families

- Doctor's offices
- Schools and childcare centers
- Resource and community centers
- Religious institutions
- Government agencies

Engage with families

- Attend community events
- Post flyers
- Conducting site visits

Tailor your messages

- What is the goal of the study?
- How will enrollment benefit the family? (How will enrollment help their child's development?)
- What are potential risks to enrollment?
- Communicate in easily understood language (use words and phrases a family would use)

Offer incentives

- Gift cards
- Homework help for children
- Food
- Transportation
- Referrals to other providers

Check in and invest time

- Send reminders via texts, emails, or Remind (app)
- Be understanding and accommodating
- Show gratitude and appreciation
- Ask for feedback

Remember! Consent, Permission, and Assent

- **Consent** must be obtained before enrolling adults in clinical trials.
- **Permission** must be obtained from both parents before a child is enrolled in research.
 - » The Institutional Review Board (IRB) may find that the permission of one parent is sufficient, especially in cases where it is not possible to gain consent from both parents.
- **Assent** should be obtained from a child, unless the child is not capable of assenting.

For more information on consent and assent, [contact the IRB](#) or checkout information from the [U.S. Department of Health and Human Services](#).



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