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## Successful strategies for recruitment of african americans into clinical studies

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**Objectives:** Barriers to participation of African Americans (AA) in clinical trials include lack of awareness about trials, economic factors, mistrust and communication issues. Objectives are: to examine recruitment challenges and experiences; and to determine best practices for researchers to engage AA communities in clinical studies.

**Methods & Study Population:** We reviewed 50 studies conducted at a historically black institution to determine the type, duration and enrollments. A survey was sent to study coordinators to obtain data on recruitment and retention strategies, challenges and dropout rates. We also interviewed 25 study coordinators on challenges and recruitment strategies.

**Results:** Studies range from cross-sectional to prospective. The prospective studies have follow-up periods from 3 to over 24 months. The 22 completed studies achieved recruitment rates of over 50%; 12 had over 100% recruitment rates. For 8 studies with dropouts, the average rate was 23.3%. Barriers: lack of trust, life circumstances, low education, lack of interest; the inability to have study partner. Recruitment strategies include field-based, special advertisements and snowballing. Strategies to barriers are informational sessions, rapport, phone calls and caring attitudes.

**Discussion:** AA seems to be more trusting to participate in a study if their PCP is involved and through community outreach strategies. This is especially true in studies involving medication usage. Minimum risk studies were very successful in recruiting AA < 30 years old. Ongoing rapport, caring attitude improves retention rates. Successful recruitment strategies of AA is paramount to better understand how researchers can improve current strategies, thus to increase minority participation in clinical trials.

### Biography

Jane Otado has a doctorate degree from Howard University and post-doctoral studies from the Center of Disease Control and Prevention (CDC). She is an associate director of Regulatory, Ethics, Knowledge and Support (REKS), Georgetown-Howard Universities Center for Clinical and Translational Science (GHUCCTS), a NIH, Clinical and Translational Science Awards (CTSAs). Her research areas include: Understanding informed consent, recruitment/retention, perspectives on genetic testing and research relative African American population and ethnic diverse populations. She is a Member of IRB; and Scientific Review Committee (GHUCCTS). She has extensive experience involving community-based outreach and has worked in clinical trials setting for 13 years.

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