

## **Recruitment & Retention Consultation Case Example** **Community-Engaged Recruitment: Glaucoma Screening Study**

Another service has been to connect researchers with potential study candidates in the community at health fairs, community events, and public meetings with organizations that will allow them to recruit.

In addition to conducting a consultation/intake session, the staff will conduct a needs assessment to determine the research teams' knowledge and experience with recruitment in a given community setting; consult with patient/community stakeholders affiliated with the Community Engagement Program; and conduct recruitment at community meetings and health fairs.

In one example, an investigator was conducting a study entitled "Optimizing approaches to identifying glaucoma among at risk African-Americans and Hispanics," and requested help identifying community locations to conduct glaucoma screenings. The investigator's goal was to conduct glaucoma screening on 900 African-Americans and Hispanics over 50 years of age within six months. At the time of the consultation, the team had recruited only 30 participants. Our team facilitated access to two church health conferences and four senior living facilities for glaucoma screenings. To date the investigator has recruited 400 participants and is on track to complete recruitment as projected.