

Merging Multiple Recruitment Techniques for a Mixed Methods Study

Candace S. Brown, PhD

Center for the Study of Aging and Human Development, Duke University Medical Center
Geriatric Research, Education and Clinical Center, Durham VA Medical Center



Introduction

- There is relatively little research examining the motivations to exercise for Black women who are physically active and most literature related to exercise participation, in relation to triathlons, has been on Whites with little inclusion of diversity.^{1,2}
- This study aimed to improve understanding motives for participation in triathlons among Black women. This poster reports on the methods and results and conclusions of those recruiting methods.

Quantitative Methods

SAMPLING

- convenience
- power analysis: $p < .05$ - 112 participants

RECRUITMENT: Identify community through **EMAIL** (USA Triathlon) and **SOCIAL MEDIA** (Facebook [FB] groups, Twitter)

- **Establish relationships: Telephone and/or emailed** contacted acquisition and retention coordinator for USAT and group administrators for FB groups, joined FB groups
- **Maintenance of relationships: Bi-weekly contact** (telephone and/or email) with coordinator and group administrators, made posts regarding personal triathlete experiences

INSTRUMENTS: Demographic Questionnaire and Motivations for Marathoners Survey for Triathletes online through RedCap.

Qualitative Methods

SAMPLING

- Purposeful
- 6-10 participants for maximal variation

RECRUITMENT: Identify potential participants from voluntary acceptance following completion of QUAN surveys

- **Establish relationships: Email** to verify interest for interview.
- **Maintenance of relationships: Telephone** once week to express appreciation of time and verify date/time of scheduled interview, discuss ongoing training

INSTRUMENT: Motivations for Marathoners Survey for Triathletes Interview Guide

Benefits vs. Barriers

- Learn more about their own motivation for doing triathlons.
- Grand prize: Bontrager gift box (estimated worth \$500) and USA Triathlon member participants provided with a race belt by Fuel Belt (retail price \$20).
- If potential participants did not have access to a computer they could not participate in the study.

Conclusion

- Using multiple methods for recruiting is effective.
- **Establishing a relationship** with community is a necessity for outreach to recruiting.
- **Maintaining a relationship** with community is just as important during recruiting and data collection.
- **Active recruiting** makes the difference in data collection time.

Results

ACTIVE RECRUITMENT (QUAN): Snowball (convenience) USAT sent emails to **320 Black women members** and Black Triathletes Association (BTA), RYPE, Soul Triathletes, International Association of Black Triathletes, Sisters Triing all made post announcements about the study. **Estimated number of women that could have seen posts is +500.** Participants “tagged” other potential participants. Tweets went out tagging groups with the #USAT and #BlackTriathlete, retweets by other triathletes occurred to spread word.

RECRUITMENT (QUAL): Purposeful, with multiple quotas. Based on age group: 36-50 and 50+; BMI: normal, overweight, obese; Distance of triathlon: Sprint, Olympic, Half-Ironman, Ironman

PARTICIPANTS: Self-identified as Black women; ages 36 or above by the end of December, 2015; residents of the United States; and were preparing for an individual triathlon (as opposed to a relay team) in 2015 or have completed a competitive or non-competitive individual triathlon between the years 2012 to 2014.

QUAN: 140 completed, [excluded data include those age (<36), gender (M), incomplete or repeated surveys],

N = 121 (n = 85 were USAT members)

QUAL: 118 agreed to be interviewed, **n = 12 interviewed**

DATA COLLECTION: **12 weeks** from February-May 2015, **interviews occurred within 21 days of survey completion** beginning 2nd week of collection and ending the 11th week.

References

- ¹ Kirchoff, A., Elliott, L., Schlichting, J., & Chin, M. (2008). Strategies for physical activity maintenance in African American women. *American Journal of Health Behavior, 32*(5), 517-524. doi:10.5555/ajhb.2008.32.5.517
- ² Landry, J. B., & Solmon, M. A. (2004). African American women's self-determination across the stages of change for exercise. *Journal of Sport & Exercise Psychology, 26*(3), 457-469.