

## The Problem

- Research projects often do not recruit sufficient number or diversity of participants.
- Poor recruitment limits research utility, perpetuates health disparities.
- Key factors:
  - Recruitment strategies and materials don't appeal to diverse populations.
  - No easy access to "insider's knowledge" on how to effectively engage diverse groups or how to avoid unintended offense.

## Insights from CARDS®

What Researchers Say	What CARDS® Hear
You will be asked several standard demographic questions.	Some unnamed, nosy person will judge you based on your race, age, income, or gender.
My colleague is the PI on this study.	A private investigator will poke into your personal business.
Participants will take part in several procedures.	Participants will have scary medical acts performed on them.
My R01 study is funded by NIH.	I am going to use technical terms and jargon to confuse and intimidate you.



Wisconsin Network  
for Research Support



School of Nursing  
UNIVERSITY OF WISCONSIN-MADISON

## Need a Community Perspective? It's In The CARDS®!

The Community Advisors on Research Design and Strategies (CARDS)® is an innovative community engagement service developed by the Wisconsin Network for Research Support.

### Wisconsin Network for Research Support Co-Directors:

- Betty Kaiser, PhD, RN and Gay Thomas, MA

### Community Partners:

- Goodman Community Center (Deenah Givens)
- Lussier Community Education Center (Cristina Johnson)



- Members recruited by community center staff from center programs (parenting groups, food pantry, and senior meals)
- Gives voice to racial and socioeconomic groups rarely represented in research activities or educational programming
- Offer advice on a wide range of materials, including survey, interview and focus group questions; websites; recruitment materials and plans; and smartphone apps
- Since 2010, have met with over 100 researchers from many disciplines, including Nursing, Surgery, Pharmacy, Family Practice, and Internal Medicine

## The Impact

### What the CARDS® Say:

*"Being in the CARDS® makes me feel wanted and appreciated, like I'm part of something important."*

*"I like being able to voice my opinion and not be criticized or told I'm wrong."*

*"People who need the information most aren't getting it in a way that can help. 'Common people' are us, so we can help researchers communicate better with us."*

### What Researchers Say:

*"The CARDS® provided wording suggestions that significantly improved our data collection instruments."*

*"It was great to get ideas from community members we normally wouldn't have the opportunity to talk to."*