ABCD Study - Tips

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ABCD Study

Team:
- Research Assistant: Claudia Salazar
- Co-Principal Investigators: Lindsay Squeglia, Ph.D. and Kevin Gray, M.D.
- Department of Psychiatry and Behavioral Sciences

Population:
- 9-10 year olds

Experience:
- Biggest suggestions
- Strategies that didn’t work
- Strategies that did work
- Ways to recruit parents
- Resources

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Things That Work

- Showing up to schools and asking to speak with the principal for 5 minutes.
  - I personally did this for about 7 different schools, and this strategy was successful for about 5 of them.
- It might get awkward. Embrace the awkwardness.
- Have elevator pitch ready customized for the principal, teachers, parents, kids
- Attend PTA nights, especially the “Open House” nights - they are the most attend PTA event by parents and kids
- Referral program
- “Contact Me” cards
- Become a CCSD volunteer - gain familiarity
- Movie presentations
- Science presentations
Ways to Recruit Parents

- Place fliers in workroom areas, gyms, libraries, local coffee shops, stairwells, elevators
- Ask principals to send out an email to the schools list serve with information on your study
- Set up a table during family events around town like the festival of lights, church events, YMCA, sport competitions, farmers market, second Sunday, etc.
- If you have the funds, buy a billboard to be placed on I-26
- Attend one of the many Chick-Fil-A parent nights which are perfect for flyer distribution.
- Not sure if allowed, but set up a table in Walmart!
- Drop off/pick up
- Post to Facebook groups
Resources

• SCTR!
• Reach out to other studies for advice, not just at MUSC
• Look online for tips
• Read research articles regarding recruitment
• Never give up on a school. Be persistent!
• Become a school volunteer to gain familiarity and build relationships with teachers
• Set up a table in strategic places (like Second Sunday, or Farmers Market, busy streets, waterfront park, etc.)
• Prepare a tailored “elevator pitch” for parents, children, school staff, members for your community, etc
• If need be, bring donuts!