Recruitment and Retention Efforts: Research with Older Adults

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How to Engage Participants into Treatment and Research?

Engagement Strategies:

• Efficient Comprehensive Planning
  • Balance research opportunities, research design, and what you want to do and achieve with population characteristics: institutionalized vs community, long term vs short term

• Full Immersion in the community
  • Identification of key stakeholders in the community
  • Establishing long term partnerships and collaborations with key stakeholders
  • Know your target population: cultural and social characteristics and needs, health concerns

http://academicdepartments.musc.edu/sctr/programs/special_populations
Cont. Strategies:

• Research personnel should be very knowledgeable of the characteristics of the target population, passionate about work with elders but also have a very well defined set of skills to effectively engage with the community:
  • Provide training to research staff: respect to elders, professionalism.
  • Ok with traveling, not sitting at a desk
  • Career development opportunities

• Sustainability: What happens after research?
  • Benefit/risk ratio for participants
  • How to keep achievements of research in real life scenarios?