

Lessons learned from recruitment of immigrant women into a community-based research study

Nina Mamishi & Dr. Gillian Bartlett

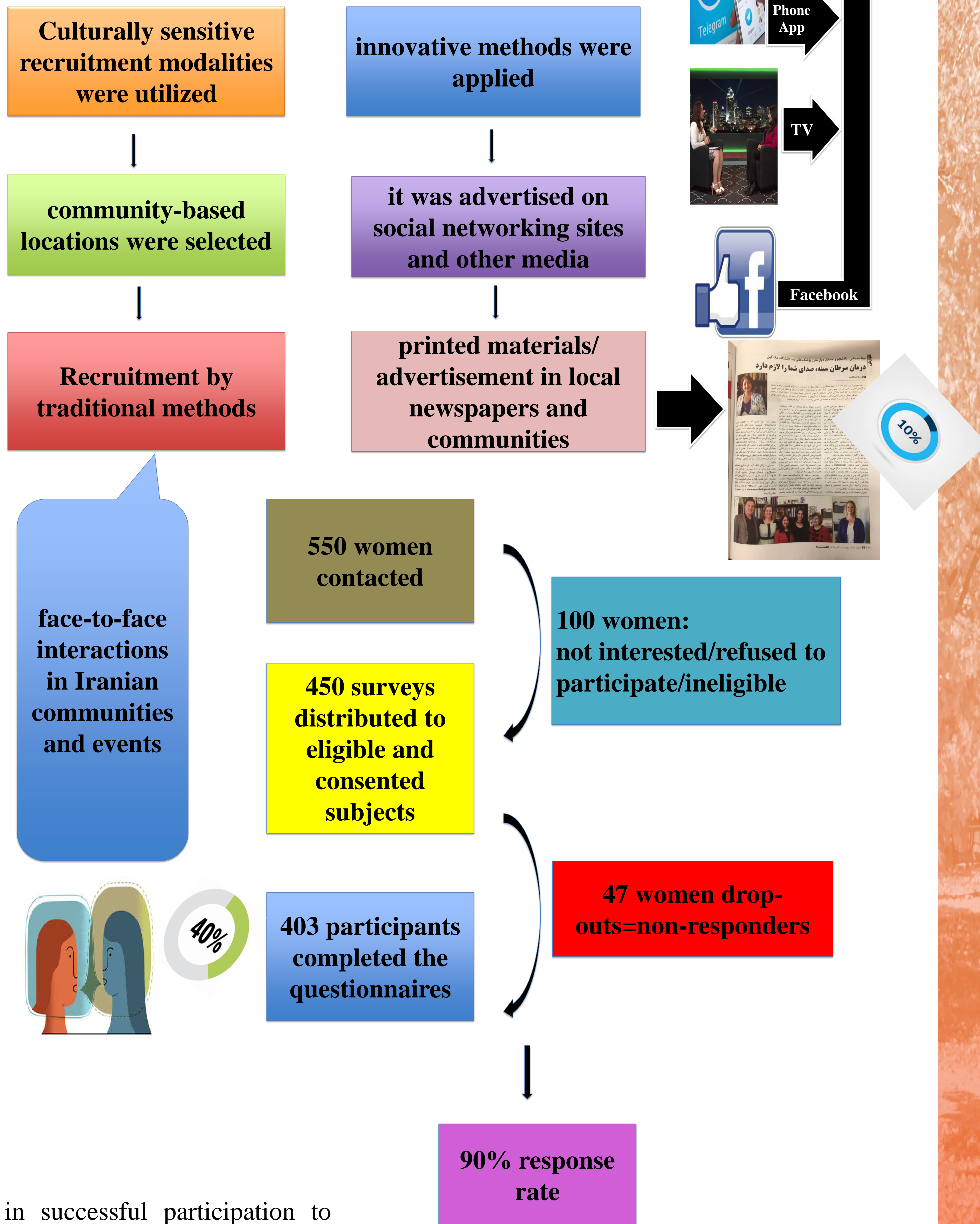
Background :

- community involvement is essential to effectively dealing with public health problems within primary health care, especially in light of participation in screening programs.
- Ethnic disparities significantly exist in screening programs specifically among immigrant women.
- It is increasingly necessary to be aware of characteristics such as location (physical settings), cultural values and preferences, language, and religious beliefs of the populations from which research participants are enrolled in order to tailor recruitment process.

Objective :

To evaluate the impact of individualized, population-based recruitment and retention approaches on the development of a participant pool of healthy, Iranian immigrant women in order to participate in a survey-based study.

Study design:



Conclusions :

The innovative strategy resulted in successful participation to survey, specifically targeting participation from Iranian communities in Montreal. Multiple approaches for recruitment can produce a diverse sample of healthy, community-based women. Face-to-face recruitment as a traditional method results in a corresponding high yield of participants, however, is presumed to require more resources and is challenging.