

SWAT 51: Promoting group identity to improve questionnaire return rate

Objective of this SWAT

To assess the effect on questionnaire return rate of an intervention to promote group identity in trial participants.

Study area: Follow-up, Retention

Sample type: Participants, Patients

Estimated funding level needed: Low

Background

Achieving acceptable postal questionnaire return rates in trials with long-term follow-up can be difficult.[1] A potential solution to this may be to promote a group identity or sense of group membership in patients to encourage them to remain engaged in the trial.

Interventions and comparators

Intervention 1: Active promotion of a group identity or membership using trial promotional material, such as wristbands, and participant-friendly newsletters.

Intervention 2: No promotional material or newsletters.

Index Type: Participant Information

Method for allocating to intervention or comparator

Randomisation

Outcome measures

Primary: Questionnaire return rate

Secondary: Measure of group identification

Analysis plans

Comparison of questionnaire return rates between groups

Possible problems in implementing this SWAT

The provision of participant friendly newsletters would require additional resources by the trial management team, and the addition of questions to measure participant group identification may adversely affect the return rate for the questionnaires.

References

1. Brueton VC, Tierney J, Stenning S, et al. Strategies to improve retention in randomised trials. Cochrane Database of Systematic Reviews 2013; (12): MR000032.

Publications or presentations of this SWAT design

Examples of the implementation of this SWAT

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