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

Publications or presentations of this SWAT design

Examples of the implementation of this SWAT

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