

SWAT 63: Does local radio and social media advertisement increase recruitment?

Objective of this SWAT

To assess the effects on recruitment of local media (radio) or social media (Facebook) advertisement.

Study area: Recruitment

Sample type: Participants

Estimated funding level needed: Low

Background

One challenge faced by many multicentre randomized trials is recruiting participants by relying on other healthcare professionals to identify and inform potential participants about the trial.[1] One solution might be for the trial to be advertised directly to the public. This SWAT assesses the impact of local radio and social media advertisement within a randomised trial recruiting in four UK sites: Belfast, Glasgow, Cambridge and Birmingham (NCT03690089).

Interventions and comparators

Intervention 1: Local radio (R) advertisements, lasting two weeks (avoiding school holiday periods)

Intervention 2: Facebook (F) advertisements targeted to parents with children aged 6-12 years in the recruitment city and within a 15 mile radius (avoiding school holiday periods)

Intervention 3: No advertisement (\emptyset) for 1-2 months (avoiding school holiday periods)

Index Type: Method of Recruitment

Method for allocating to intervention or comparator

We will use the following sequence of events: R \emptyset F \emptyset , F \emptyset R \emptyset , \emptyset R \emptyset F, \emptyset F \emptyset R; and will randomly allocate one of these to each site.

Outcome measures

Primary: Change in recruitment after each type of advertisement. This change will be assessed as the number of participants recruited during the one month before the start of the advertising intervention and during the one month after it ends.

Secondary: Changes in recruitment three months before and after the advertisement; retention of participants in the trial; and changes in the number of potentially eligible participants who are assessed or approached for the trial.

Analysis plans

The primary analysis is the comparison between the changes over time (before and after the advertisement) in sites with and without the advertisement.

Possible problems in implementing this SWAT

References

1. Preston NJ, Farquhar MC, Walshe CE, et al. Strategies designed to help healthcare professionals to recruit participants to research studies. Cochrane Database of Systematic Reviews 2016; (2): MR000036.

Publications or presentations of this SWAT design

Examples of the implementation of this SWAT

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