

# SWAT 106: Effects of a video clip on recruitment into a randomised trial

## Objective of this SWAT

To investigate whether the inclusion of a video clip alongside a standard participant information sheet improved rate of recruitment, compared to the standard participant information sheet alone.

Study area: Recruitment

Sample type: Carer/Parent, Participants

Estimated funding level needed: Low

## Background

Slow or poor recruitment in randomised trials is a common problem which can lead to extra costs or delays to ensure sample sizes are met.[1] Media tools are increasingly used to engage participants,[2] but there is little research into the use of video clips during recruitment and its potential for optimising recruitment rates and reaching a wider demographic. In their Cochrane Review, Synnot et al were unable to conclude the value of audio-visual interventions due to the low number of studies available.[3] This SWAT will add to the literature by investigating whether a video clip, explaining what participation involves, increases recruitment into the main trial.

## Interventions and comparators

Intervention 1: Potential participants emailed a video clip and a patient information sheet explaining trial participation, prior to recruitment phone call

Intervention 2: Potential participants emailed a participant information sheet explaining trial participation, prior to recruitment phone call

Index Type: Participant Information, Method of Recruitment

## Method for allocating to intervention or comparator

Randomisation

## Outcome measures

Primary: Number of participants recruited into the main trial, and proportion of the potential participants who are recruited in each SWAT intervention group.

Secondary: Participant and researcher qualitative feedback by way of semi-structured interviews to understand participant experience.

## Analysis plans

Comparison of the recruitment rates for the main trial between the SWAT intervention groups.

## Possible problems in implementing this SWAT

Participants may not provide accurate email addresses to be contacted. Potential participants may not see the email or have reduced internet access.

## References

1. Sully BG, Julious SA, Nicholl J. A reinvestigation of recruitment to randomised, controlled, multicenter trials: a review of trials funded by two UK funding agencies. *Trials* 2013; 14(1): 166.
2. Hammond SP, Cooper NJ. Participant information clips: A role for digital video technologies to recruit, inform and debrief research participants and disseminate research findings. *International Journal of Social Research Methodology* 2011; 14(4): 259-70.
3. Synnot A, Ryan R, Prictor M, Fetherstonhaugh D, Parker B. Audio-visual presentation of information for informed consent for participation in clinical trials. *Cochrane Database of Systematic Reviews* 2014; (5): CD003717.

## Publications or presentations of this SWAT design

Mattock H, Ryan R, O'Farrelly C, Babalis D, Ramchandani P. Does a video clip enhance recruitment into a parenting trial? Evidence from a study within a trial (SWAT). Poster session presented at the International Clinical Trials Methodology Conference, Brighton, UK; (October 2019).

## Examples of the implementation of this SWAT

People to show as the source of this idea: Rachael Ryan, Holly Mattock, Christine O'Farrelly,  
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Date of idea: 20/DEC/2016  
Revisions made by:  
Date of revisions: