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

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, Daphne Babalis, Paul Ramchandani
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Date of idea: 20/DEC/2016
Revisions made by:
Date of revisions: