

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, Pricor 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,
Daphne Babalis, Paul Ramchandani
Contact email address: hollymattock@hotmail.co.uk; d.babalis09@imperial.ac.uk
Date of idea: 20/DEC/2016
Revisions made by:
Date of revisions: