

## Recruitment Action Plan

### A. Site Specific Plan

1. Who is your population? (e.g., geographic location, eligibility criteria)  
Example: Men aged 55 and older (age 50 and older if African-American) who reside in Western North Carolina.
2. Where are you going to locate these men (channels)? (e.g., clinics, community organizations, lists, ads, etc.)
3. How are you going to recruit these men? (This relates to the step by step process of identifying channels, approaching men, contacting men, and must include who on staff will do each task.)
4. What special plans are being used to recruit minorities? (Specify steps 1-3 for minority populations.)

### B. Community Assessment - A Prelude to Developing a Recruitment Plan

Conducting a community assessment helps identify critical partners and sources of participants.

Questions to be addressed:

- Where are you able to reach those who will participate?
- Where have patients come from in previous trials of this type?
- Where have you been unsuccessful?
- What new sources have you been able to identify?
- What is the level of preexisting collaboration around health?
- How would it apply to men's health?
- How much access would these preexisting linkages have to special populations?
- Who are the leaders that would be able to influence men's decisions to participate?
- To what extent are local women's groups concerned about family health, and can they be recruited to promote the trial?
- How about groups concerned with nutrition and dietary supplements?

Environment and Norms

- What is the level of knowledge about prostate health or prostate cancer prevention among targeted groups?
- How much concern is there or interest in prevention?
- Are there local figures who have had prostate cancer who could and would promote prevention?
- Do any of the television/radio outlets have a particular focus or interest in men's health?
- What about Unions, men's clubs (The Elk, Moose, Masons, Knights of Columbus, etc.)?

- What other cancer control activities are underway in the community? Can they be linked to recruitment for SELECT? Who are the key leaders?

### **C. Relevant Articles**

See *Appendix G – Additional Resources* for suggested reading. Consider doing your own literature searches for relevant information based on your target population.

### **D. Recruitment Plans**

See *Section 2.27 – Specific Recruitment Strategies* to guide you with recruitment strategies and planning.

### **E. Consultants**

Utilize available local consultants relevant to your target population.

You can call a Recruitment and Adherence Coordinator at 206-652-1338 with specific questions or problems. The Coordinator may determine your question or problem is appropriate for the SELECT Recruitment and Adherence Committee (RAC), Minority and Medically Under-Served Committee (MMUS) or Site Coordinator's Committee.