

Awareness Raising Initiatives to Promote Diverse Participant Engagement: a model checklist for implementers

Build community and local partnerships

- Reach out to local institutions, groups, community leaders, clinics and clinicians
- Create community advisory boards to inform research design and outcomes
- Hire and train community members as staff
- Attend and integrate into community events, when possible

Provide educational activities

- Host a luncheon, health fair or expo for the community or hospital
- Provide on-site educational programs and print materials

Advertising strategies

- Create understandable, health literate study materials in languages relevant to target population
- Place study adverts in locations frequented by the target study population
- Consider all places media outlets: radio, TV, internet and social media

Integrate research into everyday life

- Consider decentralizing the trial to ease direct participation requirements
- Provide necessary provisions to encourage participation (i.e., transport or refunds) and reduce burdens
- Maintain a consistent presence in the community or with the target population.