Increasing recruitment & retention rates among indigenous farmworker participants in a CBPR project

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with thanks to Santiago Ventura, Julie Samples, Stephanie Farquhar, Nargess Shadbeh and the rest of our partners
Project History & Overview

- Prevent and Reduce Adverse Health Effects of Pesticides on Indigenous Farmworkers*
- Researchers who share culture, language, & identity with participants

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Project Partners

- Oregon Law Center
- Pineros y Campesinos Unidos del Noroeste (PCUN)
- Farmworker Justice

- Emory University
- Drexel University
- Portland State University
- Indigenous farmworkers of Oregon
A Quick Look at Recruitment & Retention

A review of the literature highlighted challenges of recruitment and retention in farmworker communities

<table>
<thead>
<tr>
<th>2010</th>
<th>2011</th>
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<tbody>
<tr>
<td>• Recruited 62 participants → Fell short of goal of 100</td>
<td>• Recruited 102 participants → Met goal of 100</td>
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<tr>
<td>• Retained 49 of 62 participants → 20.9% attrition</td>
<td>• Retained 91 of 102 participants → 10.7% attrition</td>
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* Significant difference in retention rates (p = .002)

Recruitment

• Challenges
  – Explaining the research study to participants
  – Dispersed living conditions of nursery workers

• Successes
  – Boosted the number of participants recruited
  – Used active vs. passive strategies

Sample sign placed in the field to warn of pesticide application
Recruitment

• How?
  – Implemented a mapping process
  – Kept a detailed work plan
  – Used a tracking sheet
  – Adjusted community educator schedules
  – Paired recruiters with recruitees
  – Showed respect in the indigenous community

To help recruit participants, I did the following this week (check all that apply):

☐ Spoke to promotora
☐ Home visit
☐ Interpreter training participant
☐ Presentation at ______
☐ Went door to door
☐ Went to store
☐ Went to laundry mat
☐ Went to housing sites
☐ Other

Sample categories for Community Educator recruitment methods
Retention

- Challenges
  - Diverse cultural and linguistic backgrounds of participants
  - Recruitment methods affecting retention rates
  - Migratory participant communities
  - Economic recession reduced employment options

- Successes
  - Improved retention rates (halved attrition rate from year 1 to year 2)

Blackberry field in Washington County
Retention

• How?
  – Gave an appointment slip to participants
  – Altered testing schedules to accommodate workers’ schedules
  – Made reminder visits and calls
  – Visited participants’ homes to conduct surveys and collect samples
  – Showed respect in the indigenous community

Nursery worksites
Why does it matter?

- Increase the validity of study results
- Demonstrate respect and trust between farmworkers and community educators
- Need diverse strategies in diverse communities
- Help strengthen current, future studies
- Model importance of community educators as partners who share language, culture, identity with participants
Questions?