



Health Research Board  
**TMRN**  
Trials Methodology Research Network

### Project title

Identifying effective recruitment strategies for PPI in clinical trials.

### Institution

School of Public Health, University College Cork.

### Project details (max 250 words)

Public and Patient Involvement (PPI) is recognised as a pillar of optimal trial methodology. Developing *strong and productive relationships between researchers and PPI* has been identified as the most important topic for improving PPI in clinical trials (1). Yet little is known about optimal PPI recruitment. Individuals are more likely to volunteer if they have previous research experience and higher levels of education (2). These contributors may not represent the views and preferences of the trial target population.

We are conducting a feasibility trial of a complex intervention to improve uptake of the national retinopathy screening programme among people with diabetes (HRB DIFA-2017-006). A PPI group will be established to inform intervention development and partners will contribute to all study stages. As the target population are those who chose not to attend screening, it is essential that PPI partners are representative of those whose voices are often not heard in research.

**Aim:** To identify effective method(s) for recruiting representative PPI partners.

The student will develop a recruitment profile of the preferred PPI group characteristics based on factors associated with screening non-attendance (e.g. gender, age, diagnosis, previous non-attendance). The student will design materials and use different recruitment strategies including social marketing (Facebook and Twitter), health service recruitment and partnering recruitment (through Diabetes Ireland). Volunteers will be matched to the recruitment profile and acceptance rates will be compared across strategies.

Identifying effective PPI recruitment strategies for clinical trials will promote meaningful partnerships and generate insights reflective of the trial's target population.

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### References

1. Kearney A, Williamson P, Young B, Bagley H, Gamble C, Denegri S, et al. Priorities for methodological research on patient and public involvement in clinical trials: A modified Delphi process. *Health Expectations*. 2017;20(6):1401-10.
2. Vat LE, Ryan D, Etchegary H. Recruiting patients as partners in health research: a qualitative descriptive study. *Research involvement and engagement*. 2017;3(1):15.