

Navigating obstacles in recruitment strategies: A pilot storytelling intervention study assessing cfDNA screening knowledge in Spanish speakers

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Background: The literature describes recruitment challenges with Spanish-speaking and ethnic minority research participants, but quantitative data on varying strategies is limited. Knowledge about cell-free DNA (cfDNA) screening has been associated with increased uptake of screening, but assessment of intervention methods on impact on knowledge have not been evaluated. Methods: Three different recruitment strategies were trialed and enrollment rates were compared. Pre- and post-counseling knowledge scores about cfDNA screening were compared. Results: Recruitment via indirect methods like fliers were essentially ineffective, while direct face-to-face recruitment with a bilingual researcher was successful. A priori knowledge about cfDNA screening was limited. Conclusion: Statistical significance demonstrates the effectiveness of direct face-to-face interaction for recruitment of Spanish-speaking participants.