DMIE: Live Healthy…Work Well
Recruitment for Randomized Controlled Trial

**RECRUITMENT INFORMATION**

**Original strategy:**
- Employer Based Recruitment
  - Computerized RCT 1:1
  - No participants recruited during this period
  - Dates for employer based recruitment: November 30, 2007 – March 17, 2008

**Revised strategy:**
- Open Recruitment
  - Computerized RCT 2:1
  - Dates for open recruitment in the community: March 18, 2008 – September 30, 2008

**Outcome:**
- Final number of participants enrolled: 190
  - Life Coaching Group: 128
  - Business as Usual Group: 62

**Methods of Recruitment**

- Newspaper Ads (26%)
- Word of Mouth (18%)
- UH Email Blast (12%)
- TCOYD Conference (10%)
- HECO Email Blast (7%)
- Bus Advertisement (6%)
- Brochure (5%)
- Health Fair (5%)
- Other (11%)

Newspaper Ads (26%) and Word of Mouth (18%) were the most successful methods of recruitment.

**Factors of Non-Enrollment**

- Not Interested / Lost Interest (15%)
- Lost Contact (24%)
- Not Eligible (30%)
- No Response (14%)
- Enrollment Close / Waitlist (17%)
- Not Interested (13%)

Not eligible (30%) and Lost Contact (24%) were the most common reasons for non-enrollment.

**LITERATURE REVIEW OF RECRUITMENT BEST PRACTICE**

- Passive or opt-out recruitment strategies (participants return an enclosed postcard if they do NOT want to be contacted)
- Active follow up by recruitment coordinator or designated health care professional
- Adequate training and information for recruitment staff
- Directed mailings or phone calls to targeted population through various health and medical center professionals
- Recruitment through physician referrals or introductory letters
- Ensure adequate time frame (1-3 years)
- Flexibility in adapting recruitment strategies
- Group orientation sessions or informational seminars that clearly outline the study

**WHY PARTICIPANTS JOINED THE DMIE STUDY**

- To improve their health
- To contribute to diabetes research
- To obtain monetary incentives, life and/or pharmacy coaching

**DMIE DEMOGRAPHIC INFORMATION**

- Over 45 years of age (69.5%)
- Female (62.6%)
- Asian or two or more races (64.8%)
- Married (52.6%)
- Educated with some college or above (88%)
- Work in either education or health care professions (38.4%)