



# RETENTION STRATEGIES

Bronx Prevention Center, Bronx, NY

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## Retention Efforts to Date:

- ▣ HPTN 064 N=210 with 95% retention for 12 months
- ▣ HPTN 076 N=19 with 95% retention
- ▣ Maintaining 95% retention over past ten years

# Retention Challenges

- ▣ Financial challenges of participants
  - Poverty
  - Homelessness
  - Instability and unemployment
- ▣ Substance abuse
- ▣ Transportation
- ▣ Mental Illness
- ▣ Children and family responsibilities
- ▣ Work or School hours
- ▣ Length of Study
  - Fears about procedures

# Retention Strategies

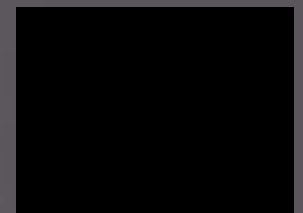
- ▣ Friendly and welcoming staff and environment
- ▣ Establishing good rapport
- ▣ Maintaining flexibility with participants
- ▣ Understanding potential conflicts
- ▣ Respect for participant time
- ▣ Retention efforts begin with pre-screening





# MORE Retention Strategies

- ▣ Clarity about requirements of study participation:
  - Study length and visit duration
- Personalized retention efforts
  - Texting, email, phone
  - Adapting to participants needs
  - Cards, all staff interactions with participants
  - Staff huddles
- ▣ Site itself
  - Décor, food/ drinks, condoms, safe space, zen, events, etc.
  - Staff reflect participant population and are accessible
  - ALL contribute to retention



# Locator Information/Outreach Log

## HPTN 085 Locator Information Sheet Bronx-Prevention Center

Staff Initials: \_\_\_\_\_ Date: \_\_\_\_\_

PARTICIPANT INFORMATION	
Name: _____	Nickname: _____
Current Address: _____	Apt #: _____
City: _____	State: _____ Zip: _____
Is it ok to send mail to this address? <input type="checkbox"/> yes <input type="checkbox"/> no (if no, where may we send your mail?) _____	
Alternative Address or P.O Box: _____	Apt #: _____
City: _____	State: _____ Zip: _____
How should we identify ourselves in the mailing: _____	
Is it ok to visit you at your home address if we have difficulties contacting you? <input type="checkbox"/> no <input type="checkbox"/> yes	
Home Phone#: _____	Cell Phone#: _____
Can we send you a text message? <input type="checkbox"/> no <input type="checkbox"/> yes	
Email address: _____	
Social Networking sites (i.e. Facebook, Twitter, etc): _____	
What is the best way to reach you (home phone, cell phone, text or email)? _____	
When is the best time to call you? _____	
What is the best number? _____	
Is it ok to leave a message? <input type="checkbox"/> no <input type="checkbox"/> yes Who should we ask for? _____	
Who should we say is calling? _____	
Is it ok to call on the week-end? <input type="checkbox"/> no <input type="checkbox"/> yes	

Bronx Prevention Center HPTN 083: Outreach Attempt Log			
	Date	Reason/Outcome of contact	Staff Initials
1			
2			
3			
4			
5			
6			
7			
8			
9			

# Missed Visits?

- ▣ Appointment reminders
  - Email, text, calls, then emergency contacts, certified letter, home visits
- ▣ Doing what ever possible and legitimate to bring participant
  - Taxi fare
  - Metro card (subway/bus fare)
  - Later or early hours on pre-set date

# Lost to Follow up

▣ KEEP TRYING!!

▣ ...Study closeout





# Questions





A word cloud featuring the phrase "Thank You" in numerous languages. The words are arranged in a circular pattern, with "thank you" in the center in large, bold, lowercase letters. Surrounding it are many other expressions of gratitude in various colors and sizes, including "danke", "謝謝", "ngiyabonga", "teşekkür ederim", "tapadh leat", "xвала", "asante", "manana", "obrigado", "dank je", "misaoira", "matondo", "paldies", "grazzi", "mabalo", "hvala", "mauriuru", "koczonem", "dziękuję", "sagolun", "sukriya", "kop khun krap", "arigato", "dakujem", "merci", "go raibh maith agat", "mochchakkeram", "mammun", "chokrone", "murakote", "tanke", "dijere dieuf", "tau", " дякую", "sulpay", "taiku", "griez", "tanemirt", "rahmet", "xiexie", "감사합니다", "rahmat", "kam sah haminida", "najis tuke", "didi madiba", "mes", "dekuji", "sobodi", "bedankt", "nami", "nandi", "kiitos", "dankie", "dhanyavadi", "gracie", "bayanalaa", "enkos", "spas", "welalin", "tack", "barka", "kia nia", "mersi", "vinaka", "spasibo", "blagodarom", "faafetai lava", "Bаярлалаа", "рахмат", "спасибо", "danke", "謝謝", "ngiyabonga", "teşekkür ederim", "tapadh leat", "xвала", "asante", "manana", "obrigado", "dank je", "misaoira", "matondo", "paldies", "grazzi", "mabalo", "hvala", "mauriuru", "koczonem", "dziękuję", "sagolun", "sukriya", "kop khun krap", "arigato", "dakujem", "merci", "go raibh maith agat", "mochchakkeram", "mammun", "chokrone", "murakote", "tanke", "dijere dieuf", "tau", " дякую", "sulpay", "taiku", "griez", "tanemirt", "rahmet", "xiexie", "감사합니다", "rahmat", "kam sah haminida", "najis tuke", "didi madiba", "mes", "dekuji", "sobodi", "bedankt", "nami", "nandi", "kiitos", "dankie", "dhanyavadi", "gracie", "bayanalaa", "enkos".