COMMUNITY ENGAGEMENT, RECRUITMENT AND RETENTION

Lessons Learnt from the Implementation of HPTN studies

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19 Oct 17
Introduction

- Community Engagement, Recruitment and Retention.

- are key components of scientific research
- require an active and functional input
- in order to achieve quality study conduct
Community Engagement

• Effective CE is through concerted efforts in partnership with CAB & Stakeholders

• CAB & stakeholders have greatly assisted in
  – Community mapping,
  – Community Sensitization,
  – Potential participant referral,
  – Information & results dissemination

• CE has yielded attractive accrual rates and high retention
Recruitment

- Targeted community sensitization increases the chance of identifying potential participants
- The quality & efficiency in recruitment is enhanced by
  - Pre-screening at community level & analysis by the rest of team at site
  - Male partner Involvement to promote male support
  - Snowball technique & referrals by stakeholders

[ HPTN 076, 082, HVTN 703/HPTN 081]
RETENTION

• *It starts at recruitment*

• Creation of a conducive environment—

• locator verification prior to enrolment & regular update

• Tracking time spent per study procedure [RPI] HVTN 703/HPTN 081

• Identification of participants who display a pattern of late or missed appointments

• Participant engagement—through retention meetings & activities

• Courtesy calls—participants feel cared for

• Flexibility—afterhours/ weekend clinics

• Immediate follow up—defaults

• Regular communication with CAB
Summary

• Lessons learnt from previous studies have shaped our CE, recruitment and retention strategies
• We have learnt that:
  – CE a critical process, does not end with community education- includes participant engagement activities and constant interaction with stakeholders
  – Quality study conduct is premised on the quality of the participant and team work
  – The 3 key components are intertwined and therefore relaxing on 1 seriously affects the quality of study conduct
ACKNOWLEDGEMENTS

The HIV Preventions Trials Network sponsored by the National Institute of Allergy and Infectious Diseases, the National Institute of Health, Department of Health and Human Services, all components of the U.S. National Institute of Health

HPTN 084 Protocol Team
UZCHS-CTU staff
HPTN 084 CAB/Stakeholders