Recruiting Transgender Women for HIV Prevention Research Trials

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Bring in the experts

Work with a consultant(s) from your local transgender communities

- Acknowledge what you don’t know
- Obtain facilitators who are open and support a safe space for staff to engage in honest conversation about approaching and speaking with transgender women
- Learn appropriate & respectful terminology & beyond
- As recruiters have an open conversation how Internalized homophobia, transphobia, impacts how participants relate to staff & how staff confront their own stereotyping, biases, & discomforts
Introduce the recruitment and clinical research staff to the communities of transgender persons by:

- Convene a dinner meeting prior to the opening of the trial(s): “This One’s For You” for option leaders & allies
  - Open conversation
  - Answer all questions
  - Be prepared for positive & negative feedback (don’t be defensive)

- Obtain feedback from group on Recruitment materials – respectful, inclusive, and reflect the diversity of the transgender communities
  - Recruitment flyers
  - Recruitment script
  - Brief explanation of screening process for your site
  - What to expect if/when scheduled for an in-office screening visit
  - Exam rooms & offices project transgender friendly materials
In Philly It’s All about the Relationship

- Identify the opinion leaders (formal & informal) within the transgender women communities & build relationships
  - Remember there exists diversity within the communities at-large
  - Opinion Leaders are your best allies
  - Have transgender person represented on your CAB
Presentations at support groups
Presentation at transitional housing establishments where transgender persons reside - provide refreshments
  * Information beyond the research trials
  * Don’t be a fair-weather friends
  * Participate in events organized by transgender groups
    - Contribute people power
    - Needed items (refreshments, printing, venue, etc.)
In Conclusion

- Co-sponsor their events
- Provide space for meetings
- Ask how can our research site can assist with your work beyond the research focus
- Be available as a resource, navigator through bureaucratic systems, be a link to connect with other local groups include City government
- Establish relationships
- Respectful recruitment materials (feedback from transgender persons on CAB)
- Honest conversations describing trial, screen process, and study time commitment (CE presentations, street recruitment, etc.)
Let’s Talk

TIME
TO
SHARE