

# The Diversity Recruitment Playbook

## How to optimize community engagement for diverse recruitment

Comprehensive engagement is crucial to dissolve barriers between communities and research, but there are no validated frameworks in wide use. When less diverse patient populations are easily available, there is a risk that the perceived investment to develop an engagement plan will outweigh the benefits. **The solution is a comprehensive, validated framework for using engagement practices to achieve recruitment goals.**

### 1. Develop relationships with organizations in diverse communities.

- Contact organizations in diverse communities that have already established trust.
- Examples: non-profits, religious institutions, pharmacies, assisted living facilities, and other health care providers in the community.
- Find champions for your trials at these institutions.

### 2. Hire a patient board.

Meet monthly with diverse patient champions. Consult with them on the following:

#### Recruitment channels:

- Does your community use this medium?
- Would they engage with a clinical trial that they find via this medium?
- What channel would reach the most disengaged members of your community?

#### Recruitment materials:

- How would members of your community respond to this ad/phone call/email?
- What could we change about the outreach to improve engagement?
- What elements would help reach the most disengaged members of your community?

#### Messaging:

- Does this phrasing make sense? Would it make you consider joining?
- How could we rephrase to promote the positive elements of participating?
- What element should we highlight to reach the most disengaged members of your community?

#### Trial ops

- Which of these trial schedules would be most interesting to your community?
- Provide different scheduling options.

### 3. Hire diverse staff.

- Hire community engagement coordinators from the community you'd like to engage with.

### 4. Conduct and participate in outreach events.

- Research and attend outreach events in the community.
- Examples: educational seminars, health fairs, and lunch and learns.
- Host outreach events to embed your name in the community.

### 5. Track and leverage data.

- Collect consistent data on what works and what doesn't.
- Over time, develop an engagement playbook stratified by patient group and therapeutic area.