

MESSAGING AND MOTIVATION: INNOVATIVE METHODS FOR ENGAGING PARTICIPANTS IN RESEARCH.

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Purpose & Agenda.

PURPOSE

To present innovative ways to enhance recruitment with a focus on incentives, messaging, and branding of the study.

To provide information specific to special populations, including Veterans and military service members.

AGENDA

Introduction.

*Motivating
Participation.*

*Messaging and
Branding.*

Questions.

Introduction: Meet the speaker

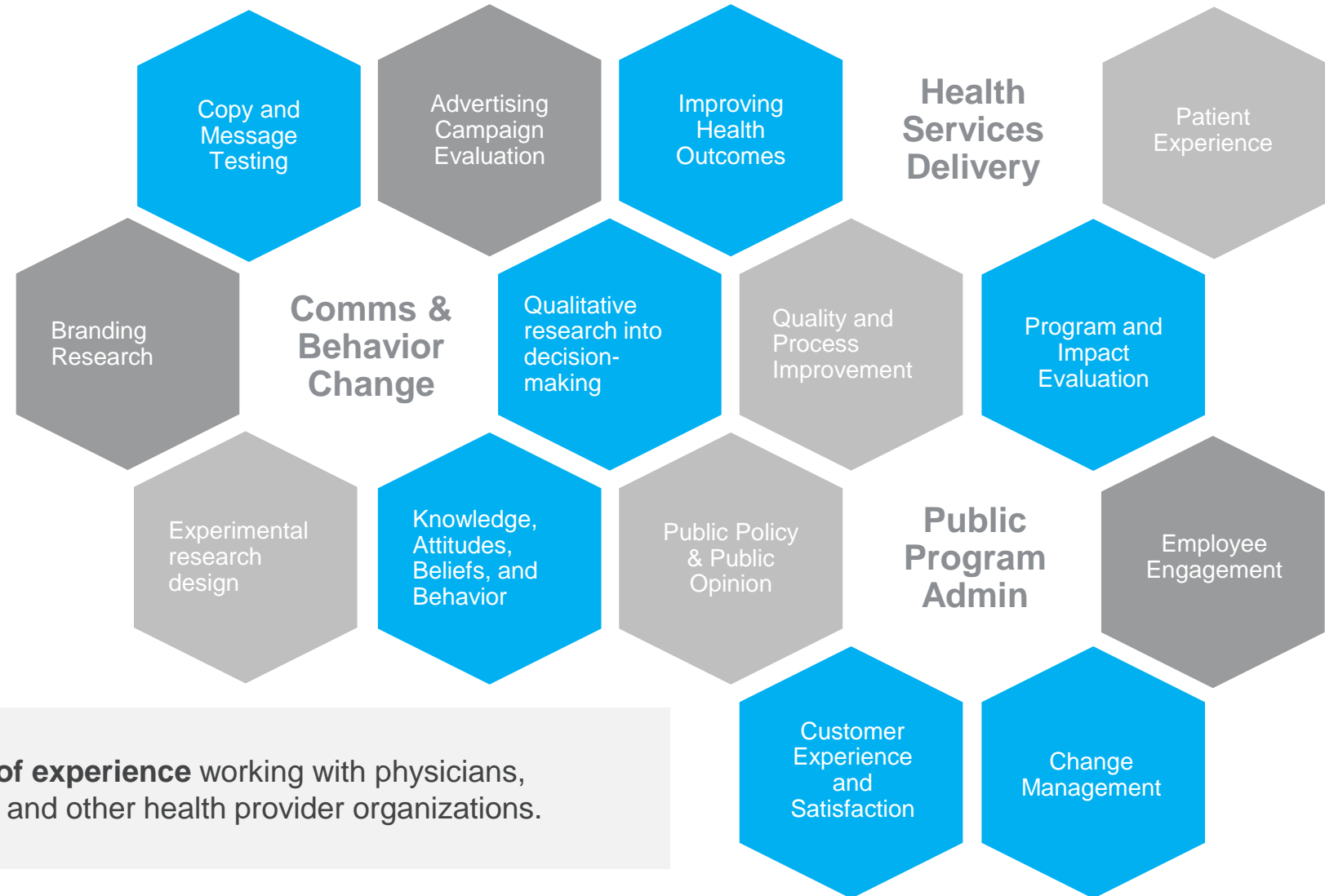


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Katie is a licensed clinical psychologist and co-lead of the Behavioral Science Community of Practice in Ipsos Public Affairs' Government and Health Services (GHS). She previously practiced at the DC VA Medical Center. She currently serves as a subject matter expert on messaging, attitude measurement, and behavior change research.

Ipsos Public Affairs.



Ipsos has over 30 years of experience working with physicians, hospitals, payers, brokers, and other health provider organizations.

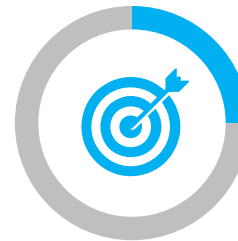
The Problem.

Recruitment is often slower and more difficult than expected

One of top 3 pain points among researchers¹

Implications

- Need to expand study time frame
 - Need to get funding extensions
 - Less reliable results
 - Delays in implementing new treatments
- **Retention is also difficult**
- Impacts internal and external validity
 - Need engagement to evaluate efficacy and generalizability of interventions



31%

Of clinical trials achieved their original recruitment target²


Some Considerations.



MOTIVATION

Why do people join research studies?

Why do people stay in research studies?



MESSAGING

What's the best way to capture people's attention?

How can researchers communicate effectively about the study?

How can messages be tailored to fit the target audience?



Engaging Participants in Research

Motivating Participation.

Motivating Participation

Intrinsic vs. Extrinsic Motivation

INTRINSIC MOTIVATION



*Motivated by the self
(e.g., altruism, internal values)*

EXTRINSIC MOTIVATION



*Motivated by the outside
(e.g., contingent rewards/incentives)*

Which is better?

Incentives work well for routine, simple, and boring tasks or in the absence of other motives to participate

BUT, if the task is something the person would find inherently interesting or altruistic, incentives decrease motivation

If study is longitudinal, need to keep offering incentives to elicit the same behavior



Motivating Participation

Case Study: Giving Blood.

Paying people for altruistic acts may actually make them less likely to do it

Participants invited to become blood donors

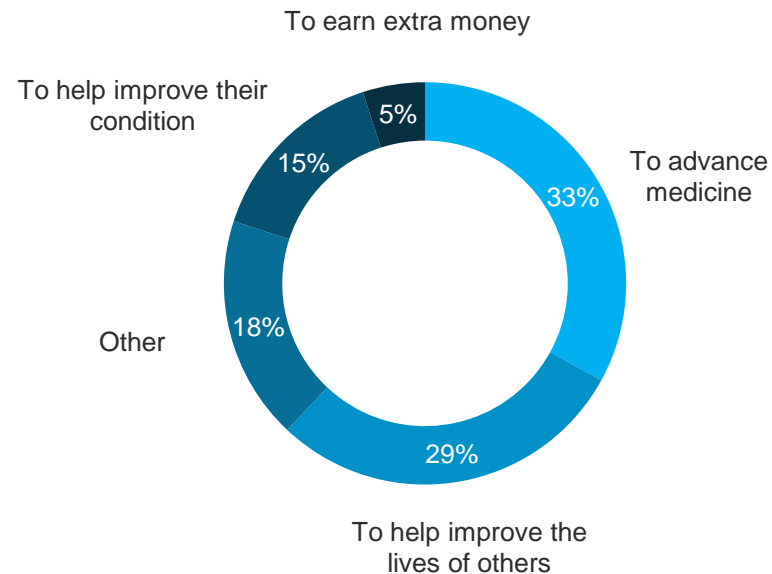
- *Three experimental conditions*
 - No compensation
 - Received \$7
 - Choice of receiving \$7 or donating it to charity
- *Outcomes*
 - Men: No difference between conditions
 - Women: blood donation decreased by almost half when offered payment; charity donation fully counteracted this effect



Motivating Participation

Why do People Participate in Research?

People participate more for intrinsic reasons than extrinsic reasons



Other Reasons

- Personal experience with the illness/condition under study
- Belief in the wide-spread public benefit of the research
- Trust in the institution
- Obtain better treatment



Motivating Participation

Why do Veterans Participate in Research?

Veterans participate more for altruistic reasons and less for financial compensation as compared to non-Veterans¹

Veterans' reasons for participating in research²:

- To make things better for others
- To improve an organization
- To help researchers
- To improve one's health
- Convenience

1. Campbell et al. (2007). A comparison of Veteran and nonveteran motivations and reasons for participating in clinical trials, *Military Medicine*, 172, 27-30.

2. Cook et al. (2017). US military service members' reasons for deciding to participate in health research, *Research in Nursing & Health*, 40, 263-272.

Motivating Participation

How Do Participants View Monetary Incentives?

EXPECTATION FOR PAYMENT/ REWARDS

Because rewards have typically been used in research studies, participants likely have an expectation to be paid

- Participants view incentives positively - as a benefit to participation¹
- Incentives have NOT been found to be coercive^{1,2}
- Believe that the amount should reflect time, inconvenience, and degree of risk¹
- Monetary incentives **increase** willingness to participate in research, **BUT** more money increases the likelihood that participants will conceal restricted behaviors²

Practical implications



Incentives Work The Best For Boring Tasks

Acknowledge that task is tedious and offer explanation for why it's necessary



Incentives Are The Worst For Ongoing Behavior Change

Rewards cause people to focus more on the short-term gains than long-term outcomes. They will stop doing the behavior as soon as it is no longer rewarded



Offer The Option To Donate To Charity

May encourage people to participate in the study, especially if they're doing it for altruistic reasons



Keep Incentives Consistent

If you offer a reward at the beginning of the study, you need to keep offering rewards throughout the study

A photograph of four people standing in front of a large window. From left to right: a Black woman with glasses and a white cardigan, a white woman with blonde hair in a grey sweater, an Asian woman with dark hair in a striped shirt, and a man in a tan button-down shirt. All four are looking down at their smartphones. A blue banner with white text is overlaid on the bottom left of the image.

Engaging Participants in Research

Messaging and Branding.

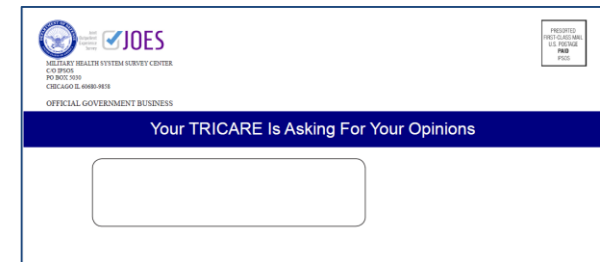
Messaging and Branding

Consistent And Specific Branding Is Key.

Envelope Experiment Case Study for the Defense Health Agency

- **Purpose:** Ensure outside of envelope looks official, compelling, and differentiated from junk mail
- Mailed military service members survey of patient experience
- Randomized to receive one of two types of envelopes
 - Old design: general slogan and seals
 - New design: program-specific slogan and seals
- Outcome
 - New design produced higher response rates as compared to old design

Old Design



New Design



Messaging and Branding

Include A Specific Call To Action.

“Return-by Date” Case Study for the Defense Health Agency

- **Purpose:** Create an effective call to action for returning a survey
- Mailed military service members survey of patient experience
- Randomized to receive one of four types of cover letters
 - No return-by date
 - Return within 2 weeks
 - Return within 4 weeks
 - Return “as soon as possible”
- Outcome
 - Return **“as soon as possible”** produced highest response rates for Active Duty service members
 - Return **within 2 weeks** produced highest response rate for Active Duty family members



Know Your Audience And Tailor Your Materials.

Ethnically-Targeted Recruitment Letters Case Study¹

- **Purpose:** Increase recruitment of ethnic minority women into weight management clinical trial
- Women randomized to one of four recruitment letters
 - Non-personalized vs. personalized letters
 - Generic vs. minority-specific health risk information
- **Outcome:** Ethnically-targeted statements improved recruitment among racial and ethnic minorities

Generic

“Cardiovascular disease, such as having a heart attack, kills more women in California than any other cause of death, including breast cancer.”

Minority-Specific

“Less well known is that many ethnic minority women—including African American, Asian American, Latina, Native American, and Pacific Islander women —are at higher risk for cardiovascular disease.”

Pay attention to perceptions

Perceptions and messaging play key roles in people's decisions about whether to participate in research

Perceived Benefits

- + Help future patients with my disease (although it might not help me)
- + Providing a valuable contribution to society
- + Treated like a person and not a number
- + Sense of hope about my disease
- + Way to actively treat my disease
- + Hope for a cure
- + Able to extend my life
- + Help my children or other family members in the future

Perceived Barriers

- Potential to receive the placebo
- Makes me recognize the seriousness of my disease
- Makes me worry about other family members
- Bothersome side effects
- Need to rearrange my life to participate
- Unknown side effects that are potentially life threatening
- Might not benefit me
- Costing me money out of pocket

Practical implications



Make Branding Consistent And Specific

Trust in the institution is one of the reasons why people participate in research. Make sure participants know the study is being conducted by your institution.



Don't Forget The Call To Action

This includes return-by dates for surveys or writing down appointment times for clinical trials



Targeted Messages Tend To Have Greater Recruitment Success

But it depends on the type of targeting– so know your audience



Address Perceived Benefits And Barriers In The Materials

Remember to make this specific to your target population



Questions?

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