

Including Veteran Populations in Research: Strategies for Recruitment

VETERAN POPULATION

According to the U.S. Department of Veterans Affairs, there are 284,141 veterans living in Oregon. This means that ~6.7% of the State's total population are veterans. Veterans not only represent a diverse group of individuals racially, ethnically, sex/gender, age and geographically, but also a unique and specific lived experience. Veteran populations can be the primary participant focus of a research project or a secondary focus based on its intersectionality with other demographics.

IDEAS FOR RECRUITMENT

This document will focus on community-based recruiting, outside the VA Healthcare System. For information on recruiting from the VA, please visit the [VA Portland HCS Research & Development](#) website or view the "[Research Across the Bridge: Conducting a Project at VAPORHCS](#)" OCTRI Research Forum.

When looking to recruit veterans, recruitment plans and methods can include:

- Epic – Using Epic/EHR to identify and contact potential participants. There is an identifier for veterans within Epic, along with ICD-10 codes for TBI and PTSD, common diagnoses amongst veterans.
- Veteran-focused groups or locations – Reaching out to community-based groups, nonprofits or locations, like American Legion and VFW Halls, and connecting with veterans through hanging flyers, sharing the study through their group, or attending events they host.
- Veteran-focused events – Tabling or handing out flyers at events aimed at veterans (e.g. Veteran's Day events, job fairs, health fairs, etc.).
- Veteran-focused support groups – Connecting with support groups in the area for veterans and asking to

share the study flyer through them or speak at an upcoming meeting. Veteran support groups in the Portland metro area are typically offered through healthcare organizations, veteran service organizations, and local nonprofits.

- Social media groups – Posting within military and veteran focused groups on social media about the study.
- Social media paid campaigns – Running ad campaigns on veteran specific social media platforms, like [Rally Point](#), [We are the Mighty](#), and [Meta's Military and Veteran's Hub](#).
- Referral/snowball method – As you enroll participants, ask they pass on your study information to other veterans they know. This method can also be utilized while engaging with community groups and social media groups.

RESOURCES

University of Wisconsin ICTR: Engaging Veterans in Research Toolkit
<https://www.hipxchange.org/EngagingVeterans>

PCORI: Veteran's Health
<https://www.pcori.org/topics/veterans-health>

Philadelphia Research & Education Foundation: Veteran Recruitment Enhancement Toolkit for Coordinators
<https://www.prefresearch.org/veteran-recruitment-enhancement-toolkit>

For more information, additional resources, or to request a recruitment consultation, please visit the OCTRI Recruitment [webpage](#) or email octrirecruitment@ohsu.edu.