Recruitment Plan Worksheet – Building a Participant Profile

When it comes to recruitment, there are many options available to reach potential study participants. Before deciding on a recruitment plan for your study, it is helpful to start with an outline of who your ideal participant is. This will allow you to choose the best recruitment methods for your study.

1. Who is your ideal participant? Who are you trying to recruit?
   • Age: __________
   • Sex/Gender Identity: __________
   • Location (if applicable): ______________________________________
   • Disease type(s): ______________________________________________
   __________________________________________________
   __________________________________________________
   • Other important factors: ________________________________________
   __________________________________________________
   __________________________________________________

2. Why would they be in this research study? What motivates or would motivate them to participate?

   ______________________________________________________________________
   ______________________________________________________________________
   ______________________________________________________________________
   ______________________________________________________________________

3. Where do they get most of their information from? Who/where/what are they listening or looking to the most?

   □ Community/group of friends
   □ Trusted community or faith/spiritual leader
   □ Television
   □ News source
   □ Online
   □ Social Media
   □ Academic institution
   □ Medical professional and/or healthcare locations
   □ Frequently visited location (ex. gym, coffee shop)
   □ Other: ______________________

Once you understand the profile of your ideal research participant, you are in a better position to select the recruitment method, material(s) and even wording that are best to reach your intended audience.
Sample

Participant Profile:

1. Who is your ideal participant? Who are you trying to recruit?
   - Age: ___30-44_____
   - Sex: ___female_____
   - Location (if applicable): ___Portland and surrounding communities_____ 
   - Disease type(s): ___Trying, with no success, to get pregnant__________
   - Other important factors: ___healthy, no known fertility issues (ex. PCOS), not using any birth control methods_____ 

2. Why would they be in this research study? What motivates or would motivate them to participate?
   - ___the hope and desire to become pregnant____

3. Where do they get most of their information from? Who/where/what are they listening or looking to the most?
   - ✓ Community/group of friends 
   - ☐ Trusted community or faith/spiritual leader 
   - ☐ Television 
   - ☐ News source 
   - ✓ Online 
   - ✓ Social Media 
   - ☐ Academic institution 
   - ✓ Medical professional and/or healthcare locations 
   - ☐ Frequently visited location (ex. gym, coffee shop) 
   - ☐ Other: ______________________

With this information, the study team can now move on to choose the best recruitment methods and materials to reach this type of participant.

For more information, additional resources, and to request a recruitment consultation, please visit our website at https://www.ohsu.edu/octri or email us at OCTRirecruitment@ohsu.edu