Using Social Media to Recruit Research Participants

Social Media
How different platforms can be used to recruit trial participants

Important Considerations
Privacy and safety

A bit of Background

eHealth innovations for mental disorders

Human-computer interactions
Adaptive informative platforms
Tailored content to needs and preferences
Persuasive system design
Systems designed to reinforce, change or shape attitudes, behaviors
Human factors
Interactions between a person and the eHealth innovation

Online treatment
Smartphone apps
Brief intervention
Establishing objectives

**INFORM**
- Create awareness among target audience about the Breathe program and study

**PROMOTE**
- Increase recruitment of trial participants
- Promote mental health and self-care

Developing the strategy

1. Review platform use by the target trial participants
2. Consider costs and functions
3. Design branded, tailored content
4. Establish approach for use e.g., refreshing content for variety, maintaining presence
5. Layer in strategy to enhance privacy and address safety
6. Submit for review

Social media strategy directs to study website
- 90% new visitors
- People visit site and stay (7% bounce rate)

Facebook
- Posts perform better when content is shared from Buzzfeed, Tumblr
- Engagement is low if posts not boosted (ads)

Instagram
- Use high quality images, hashtags, videos
- Difficult to drive traffic to study website

Next Steps to Participate
When ready to sign up to participate in the Breathe research study:
1. Visit our sign-up website
2. Complete the online Breathe eligibility. Before you enrol into the Breathe research study, we encourage you to check that's right for you. To do this, we will tell you you are screening positive, which we call Breathe Eligibility. These positions will put you in the enrollee list to receive further information.
3. Read and understand the details of the Breathe research study before you enrol to understand what is involved in the Breathe research study and how to access the enrollee list.
4. Complete all of the assessment questions that you understand what is involved in the Breathe research study. You must pass all these steps before you enrol to understand what is involved in the Breathe research study.
5. When you are ready, please visit our enrollee list and fill in the enrollee form.

Sign Up
KEY Privacy and safety considerations

PRIVACY
• Use marketing headlines (‘just enough info’)
  • A click indicates interest in a topic, but personal disclosure limited
• No control over how public responds to messages

SAFETY
• Individuals who are in crisis
• Monitor online posts

STUDY REFERRALS
December 2016 to January 2018
Social Media 1,666 91%
Healthcare provider 57 3%
Other 108 6%

<table>
<thead>
<tr>
<th>Source</th>
<th>Average cost/month</th>
<th>Total cost</th>
<th>~$21 per person enrolled into the trial</th>
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<td>Facebook</td>
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Why Do Clinical Trials?
If a new treatment works in a mouse --- why not just use it?

The Benefits of Clinical Trials (1)
From the trial patient perspective:
- Current patients receive state of the art care
- Current patients may receive tomorrow’s treatment today
- “Private” nurse
- Future patients benefit from the knowledge gained
- Bridges regulatory and funding approval “gap” for new effective therapies
- Provides hope
- Placebo effect
The Benefits of Clinical Trials (2)

From the non-trial patient perspective:

- Centers that participate in clinical trials have better outcomes even for those patients who do not participate in clinical trials.
- This effect may be multi-factorial:
  - Awareness of state of the art options
  - Care improves due to rigor imposed by clinical trials
  - Stronger multidisciplinary teams
  - Improved staff engagement and morale
  - Recruitment and retention of clinical investigators

Patients treated at Clinics that Participate in Clinical Trials

Ovarian cancer outcomes in Germany

- Compared
  - Survival in ALL patients treated at hospitals who actively participated in academic group clinical trials
  - Survival of ALL patients treated at hospitals that did not do trials.

The Benefits of Clinical Trials (3)

From the health care system perspective:

- Raises the institutional standard of care
- Saves drug budget
  - $11 million cancer drug savings in Edmonton 2017
- Funds staff
  - 12% of the RNs at the CCI are funded through clinical trial revenue
- Patient care
  - 550 patients treated on intervention studies CCI 2017
  - Represents 12% of new patients treated at the institute
- Data needed to approve and fund new treatments
Take home messages

• Cancer clinical trials are the standard of care
• The Cross Cancer Institute has a great clinical trial unit and does 1/3 of the clinical trial activities in northern Alberta
• Trials benefit the health care system and all patients
**What’s in a name?**

**Efficacy Trial**
- DOES a treatment work (real world)
- Broad population representative of those who will be treated
- Compare to standard therapies
- Patient-oriented outcomes intended to capture global benefit and harm

**Pragmatic Trial**
- CAN a treatment work
- Highly select population designed to maximize benefit & minimize harm
- Often compare to placebo
- Focus on a narrow set of outcomes to which the intervention is targeted

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**INRange**
- 236 Physicians Recruited (51 BC, 185 Alberta)
- 23 Communities (25 BC, 28 Alberta)
- Of those patients receiving letters 30.4% called to enroll
- Combined loss to follow-up & non-adherence = 3.7% in intervention (control 1.9%)
- 1.6 office mates per member

(Supported by EnACt)

**BedMed**
- MAPEC (61% reduction in MACE for bedtime Rx)
- Randomized registry trial with admin outcomes (mortality/morbidity, independence, cost, safety)
- Event Driven (406 PO)
- Cochrane IDSMB
- Majority of consent/follow-up is online

(Supported by Alberta Innovates & CIHR)
Panel Q + A