

Minutes of
BCH DIET STUDY RECRUITMENT WORKGROUP MEETING

January 9, 2014; 1:00 PM – 2:30 PM

Attendees

Marian Cohen, Jeremy Spencer, Debra Altsher, Marueen Kelley-Gonsalves, Kaitlyn Shannon, Meri Amaral, Pat Luoto, Catherine Matero, Gloria Klein

Recruitment Phase Timeline

Participant recruitment activities will begin in February. A potential timeline for recruiting study participants was reviewed with the group. Key recruitment deliverables include:

- Developing and finalizing plans for marketing and promoting the study
- Creating advertising and marketing materials for the study
- Presenting the study to staff, faculty, and student groups on campus

At this time, Telephone Screening will begin on 02/24/2014; Informational Visits will begin on 03/10/2014, and Screening Visits will begin on 03/24/2014.

Study Name and Logo

The Marketing and Communications group at Children's is developing a study name and logo for us. We hope to share name and logo ideas at the Working Group meeting on January 16th.

Marketing and Promotional Plan

Participant recruitment strategies were discussed. Ideas for study promotion included:

- Placing study advertisements in the Dining Hall (table tents), the Gatepost, the eBulletin Board at the McCarthy Campus Center, and the "toilet times"
- Presenting the study to faculty during department meetings and asking faculty members and department chairs to email staff and students about the study
- Meeting with student clubs, particularly those with ties to Food and Nutrition, Psychology, Sociology, Nursing, and Community Service, to talk about the study
- Involving Residence Life and the Student Health Interns
- Planning a campus-wide "kick-off" events (one for students and one for faculty/staff) for the study
- Creating "study ambassadors" to assist with recruitment. Ambassadors would be students, faculty, or staff who are participating in the study and are willing to speak with their peers about their experiences in the study. This strategy will be particularly helpful during the recruitment of the second study cohort during the 2015 Spring Semester.

- Ask Ben Trapanick, Director of First-Year Programs, to spread the word among first-year students, who might then participate in the second year of the study. He is well-regarded by students and they would be likely to pay attention to him.
- Link study information to FSU Facebook page
- Communicate structure of the dining experience to potential participants

The group discussed marketing messages to encourage participation in the study. Messages included:

- Help yourself. Help others.
- Get healthy
- Lose weight
- Be part of something greater than yourself
- Make it “cool” to be involved in the study

The group also discussed the potential impact of study payments on student financial aid packages. Debra Altsher indicated that study payments must be reported by the student as income. The extra income from the study will impact the amount of financial aid in a subsequent year. The impact is not “dollar-for-dollar”, but may affect some students more than others. Given that financial aid is critical for many FSU students, the study will need to develop a message to address potential student concerns.

ACTION ITEMS

Who	Task/Deliverable	Due Date
Klein	Follow-up with BCH Marketing and Communications re: Logo	1/13/14
Luoto/BCH	Study presentation to Residence Life	1/17/14
Luoto/BCH	Conduct faculty/staff Focus Group	1/17/14
BCH	Develop advertising material for WG review	1/31/14
BCH	Draft Recruitment Plan for study marketing and promotion	1/31/14
Luoto	Schedule additional study presentations with student clubs and faculty departments	ongoing
Luoto/BCH	Student Focus Groups	ongoing

To: Recruitment and Enrollment Workgroup
From: Pat Luoto and Gloria Klein
Date: January 8, 2014
Subject: Meeting of the Recruitment Workgroup for BCH Diet Study

Meeting Date Thursday, January 9, 2014
Meeting Time 1:00 – 2:30 PM
Meeting Location McCarthy Center Dean's Conference Room (Room 502)

AGENDA

1. Review Recruitment Phase timeline
2. Development of study name and logo
3. Student and Faculty/Staff Focus Groups: Summary of current findings
4. Discuss and develop a Marketing and Promotional Plan for study recruitment
 - a. Recruitment strategies for target population
 - b. Promotional activities
 - c. Media strategies
 - d. Costs
5. Review DRAFT processes for participant screening
 - a. Telephone Screening
 - b. Informational Visit
 - c. Screening Visit
6. ACTION ITEMS and NEXT STEPS