

2.Q. Workshop: Difficult to reach – populations: How to recruit for qualitative and/or quantitative studies?

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Organised by: University of Bergen (Norway)

Chair persons: Claire Collins (Ireland)

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Background:

Migrants are often described as a difficult-to-reach group for research and become underrepresented or their representation is biased in most research projects. Researchers face challenges related to language barriers, intercultural communication, participant health literacy level, time, participant expectations, differences in education levels, cultural heritage, and values. Other challenges may be related to techniques (sending follow-up emails, phone calls, or face-to-face contact with participants). Improving the recruitment of a representative sample of participants is critical for conducting qualitative and quantitative research that includes the diverse populations we live in. Over the last five years, our research group conducted two large projects among Syrian refugees, including surveys, interviews, and interventions: the CHART project (Changing Health and health care needs Along the Syrian Refugees' Trajectories to Norway) and the Integration for Health project. Both projects encountered challenges in recruitment but managed to recruit as intended. Based on our positive experiences conducting these studies, this workshop aims to share lessons learned to overcome recruitment challenges during the recruitment and data collection phases and to learn from other researchers with positive experiences.

Aim:

To gain knowledge and improve skills in recruiting and addressing participants described as hard to reach in research and to reflect upon the best ways of accessing hard-to-reach populations.

Timetable:

- Who are the hard-to-reach populations in public health and why? Esperanza Diaz - 10 min
- Moderated conversation by Claire Collins. Presenters: Ayan Sheikh-Mohamed, Wegdan Hassan, and Khadra Yasien Ahmed, who present challenges from their studies- what we have done well and what not -20 minutes.
- Work in groups: further sharing of experiences with participants and lessons to carry home - 20 minutes.

Key messages:

- This workshop will increase awareness, knowledge, and skills in how to understand your target population.
- Build trust and share various tools for recruiting hard-to-reach populations to increase the success of public health research.

Speakers/Panelists:

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