

# **Can Equity be Achieved in Multi-Site Recruitment? Strategies Used Across Geographically Distributed Settings**

**Leena (Fangxiao) Wu, BA**  
**Leena.Wu@nursing.ubc.ca**  
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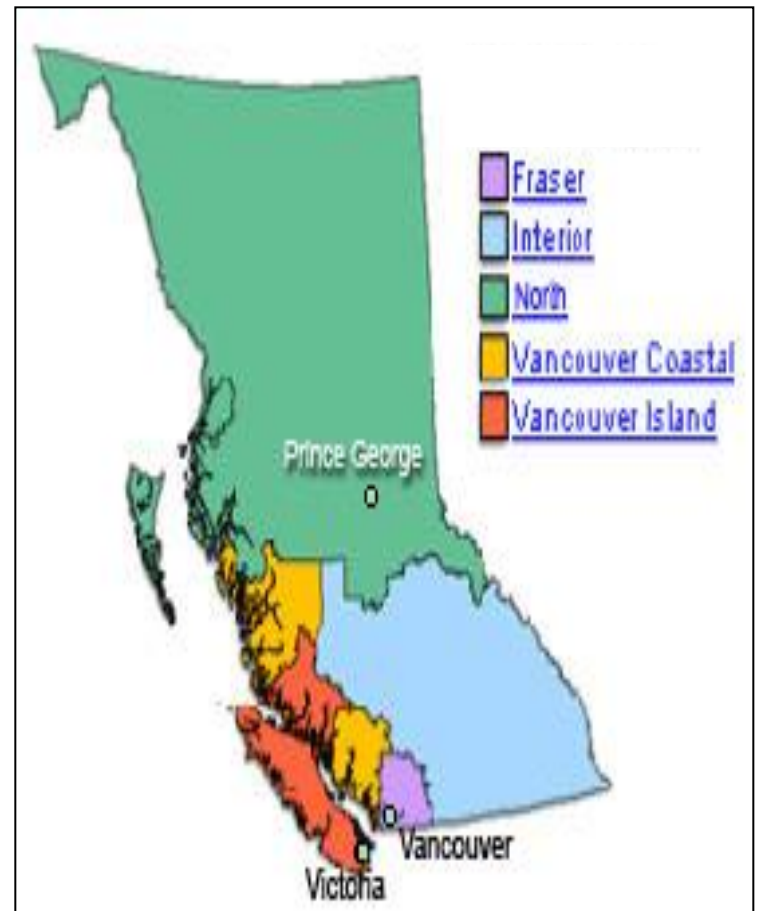
# Acknowledgements

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- **Principal Investigators:**
  - UBC: Sabrina Wong
  - UNBC: Josée Lavoie
- **Decision-maker partners:**
  - Northern Health Authority: Cathy Ulrich
  - Impact BC: Judy Huska
- **Academic partners:**
  - UBC: Annette Browne, Laura Housden
  - UNBC: Martha MacLeod, Brooke Boswell, Dan Horvat
- **Community partners:**
  - Northern Health primary care practices
  - First Nation Reserve communities

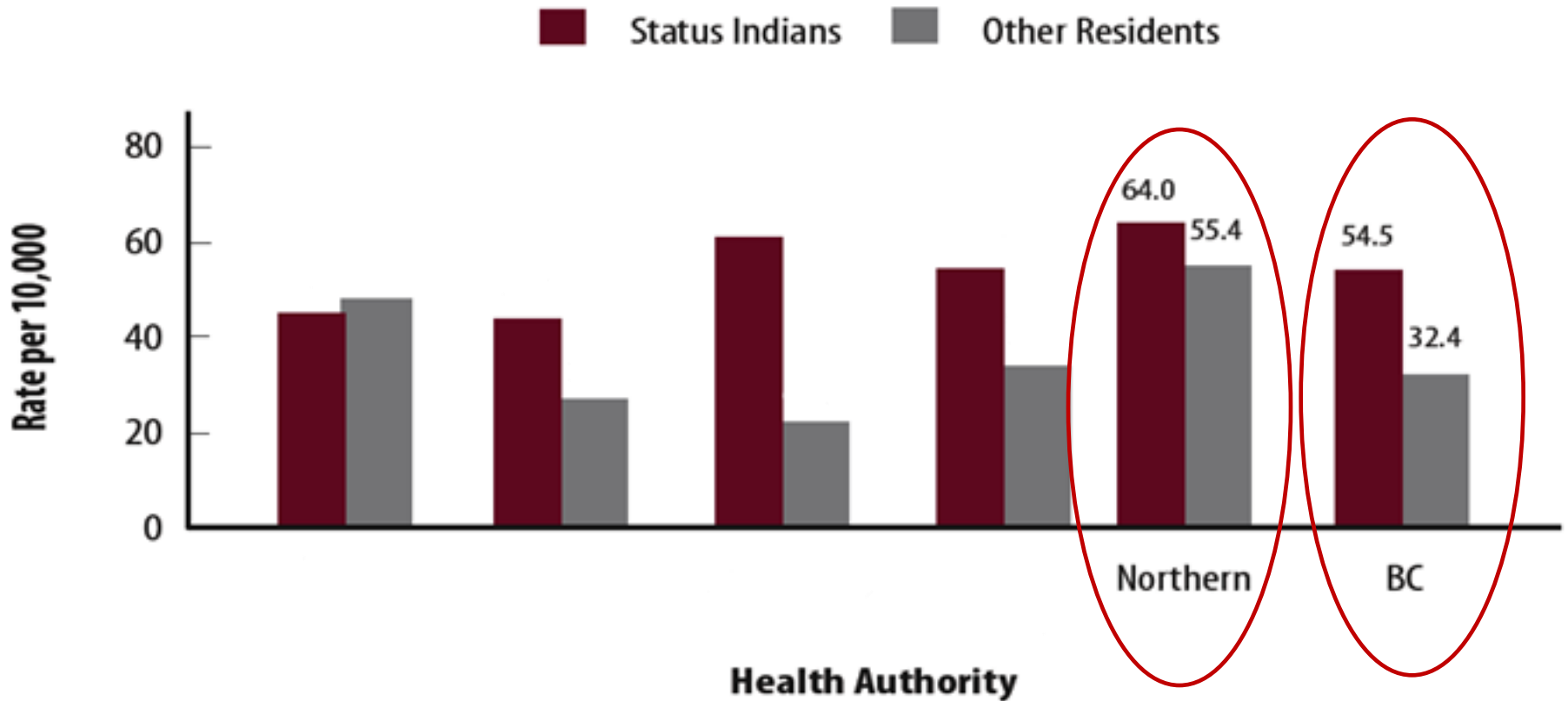
# Difference between equity and equality



# BRITISH COLUMBIA



### Preventable Hospital Admissions, Under 75 Years, Status Indians and Other Residents, by Health Authority, BC, 2006/2007



# Purpose

- Examine the challenges and strategies used to recruit participants living in the geographically distributed rural communities in the context of Group Medical Visits (GMVs)
- GMVs are an innovative method of delivering PHC to 12-15 patients in a group format

Recruitment  
methods

# Methods

- Participants recruited from 11 primary care practices
- Eligibility criteria: English-speaking, ages 19-90, with no cognitive impairment
- Surveys administered in-person and over telephone
- Consent obtained
- Patients received an honorarium

# Results: Contact Attempts

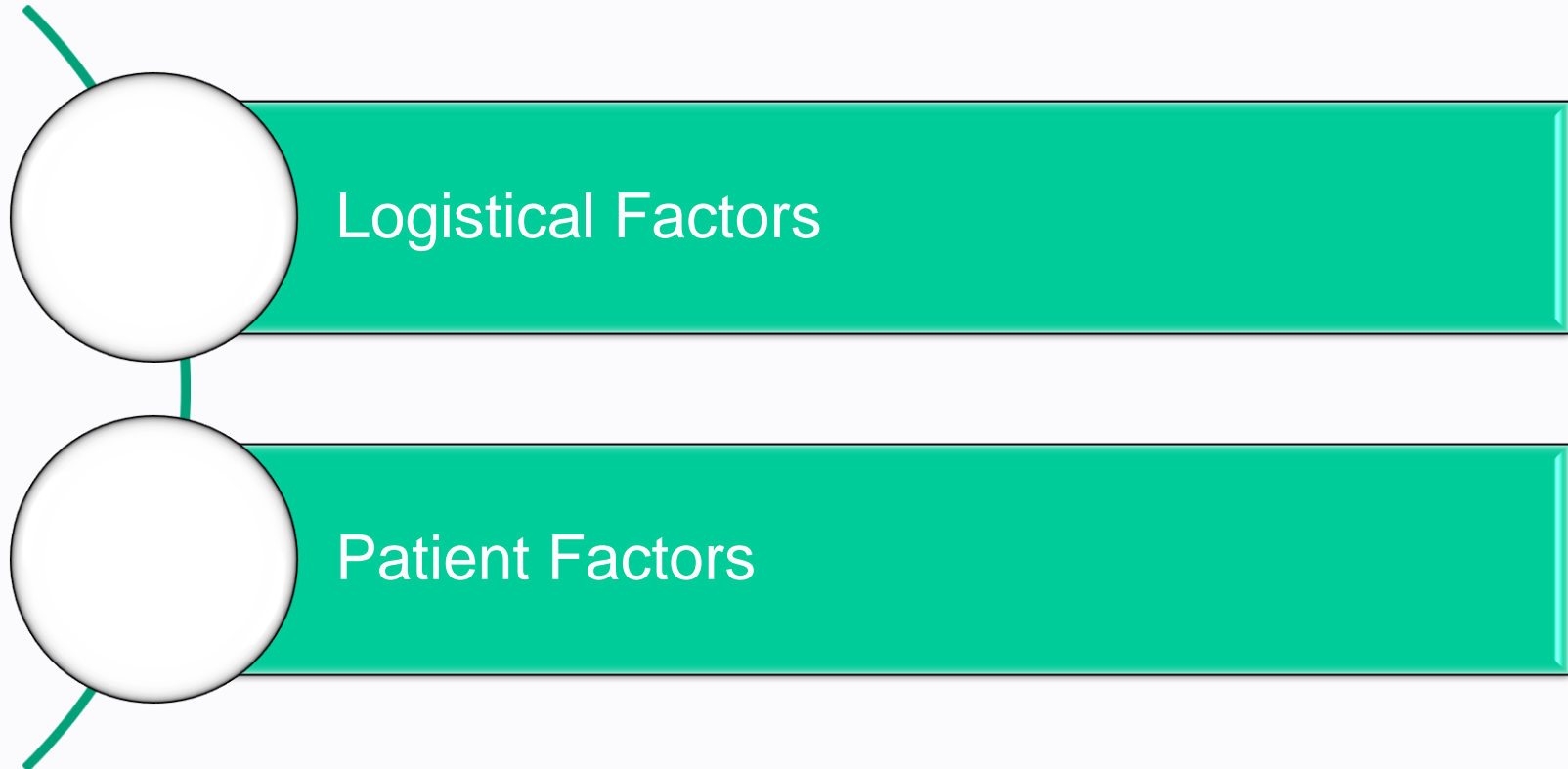


- Number of attempts to contact a patient

Number of times contacted	Overall Survey Participants	Males	Females	Non-Survey Participants (n=128)
1	146 (54.3%)	61 (64.2%)	83 (48.3%)	33 (25.8%)
2-5	96 (35.7%)	27 (28.4%)	69 (40.1%)	63 (49.2%)
6-10	27 (10.0%)	7 (7.4%)	20 (11.6%)	32 (25.0%)



# Challenges Encountered



# Successful Strategies

- Early identification of community partners
- Tailoring recruitment based on input from partners
- Coordinating survey administration with partners
- Flexibility
- Having a central gathering place for data
- Use of multiple modes of technology



# Breakdown of Participants



Overall Survey Participants	Aboriginal		GMV		Interview Method	
	Aboriginal	Non-Aboriginal	GMV-attendee	Non-attendee	In-Person	Phone
<b>269</b>	<b>111 (41.3%)</b>	<b>156 (58.0%)</b>	<b>124 (46.1%)</b>	<b>145 (54.3%)</b>	<b>146 (54.3%)</b>	<b>123 (45.7%)</b>

# Thank you!

Leena Wu: [Leena.Wu@nursing.ubc.ca](mailto:Leena.Wu@nursing.ubc.ca)