

**(S84) RECRUITMENT FOR CAREGIVER EDUCATION RESEARCH: RESPONSES TO STUDY ADVERTISING**

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**Background:** Caregiving can be a challenging role, and research is needed to determine the effectiveness of caregiver education programs. Limited direct access to caregivers can make recruitment difficult.

**Objectives:** To explore 1) how research recruitment materials influence whether MS caregivers seek information about participating, and 2) what recommendations MS caregivers have for improving recruitment advertising.

**Design/Methods:** Qualitative interviews were conducted to explore the responses of MS caregivers to flyers for “Meeting the Challenges of MS,” a program for MS caregivers being evaluated through a research study. Seven caregivers were interviewed about their reactions to three different advertisements (eg, simple flyer, detailed flyer, PSA) and to identify factors that influence their decisions about volunteering to participate.

**Results:** The wording and language on the flyers contributed to the participants’ initial responses. Caregivers initially noticed that “Meeting the Challenges of MS” was part of a research study or they considered the personal relevance of the program. Caregivers who noticed the research aspects first had overall negative responses to the advertising. For example, some participants found the institutional review board stamp distracting. Others had negative reactions to experimentally oriented research language and the fact that the program was being “tested.” Caregivers who first considered the personal relevance of the program had neutral to positive responses to the flyers, and weighed the relevance of the program against the research and logistical aspects (eg, location, time commitment). The caregivers also identified triggering events that might influence their decision to participate in the caregiver program, the content and program features they thought should be included, and suggestions for more detail and clarity on the flyers.

**Conclusion:** While recruiting for caregiving education research can be challenging, piloting recruitment materials can be beneficial. A variety of advertising options may be needed to address varied responses to recruitment materials.

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