

University of Southern California



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Los Angeles County Community Clinic

- East Los Angeles
- Underserved Community
- Low Income
- Spanish Speaking
- Diabetes Clinic (1 of 2 in the county)

Recruitment Strategies

Provider Referrals

- a). Reminder at monthly providers meeting

Data Base Search

- a). EMR: LA county primary care
- b). Research participants of previous studies

Mailers & Emails

- a). Research participants (willing to be notified for future studies)
- b). Mass emails
 - * Los Angeles Collaborative list serve (~129 Member Organizations)
 - * USC & LA County database

Fliers passed out and posted

- a). Clinic waiting rooms/facility
- b). Local library & Civic Center
- c). Farmers Market

Community Centers

Annual 5K Walk

Word of Mouth (participant referrals)

How We Implement

Latino association A1c Campaign, Lynwood CA

- Feb thru Apr 2014 : Mondays & Thursday



LAC Patient Safety Awareness Fair, Los Angeles CA

- March 2014
- 110 flyers passed out to staff



Grand Opening LAC Wellness Center, Los Angeles CA

- March 2014



West Covina Lions Club Diabetes 5K Walk, W. Covina CA

- May 3rd 2014
- Flavored Water Demo



Monterey Park Lions Club Breakfast , Monterey Pk, CA

- June 2014
- Flavored Water Demo

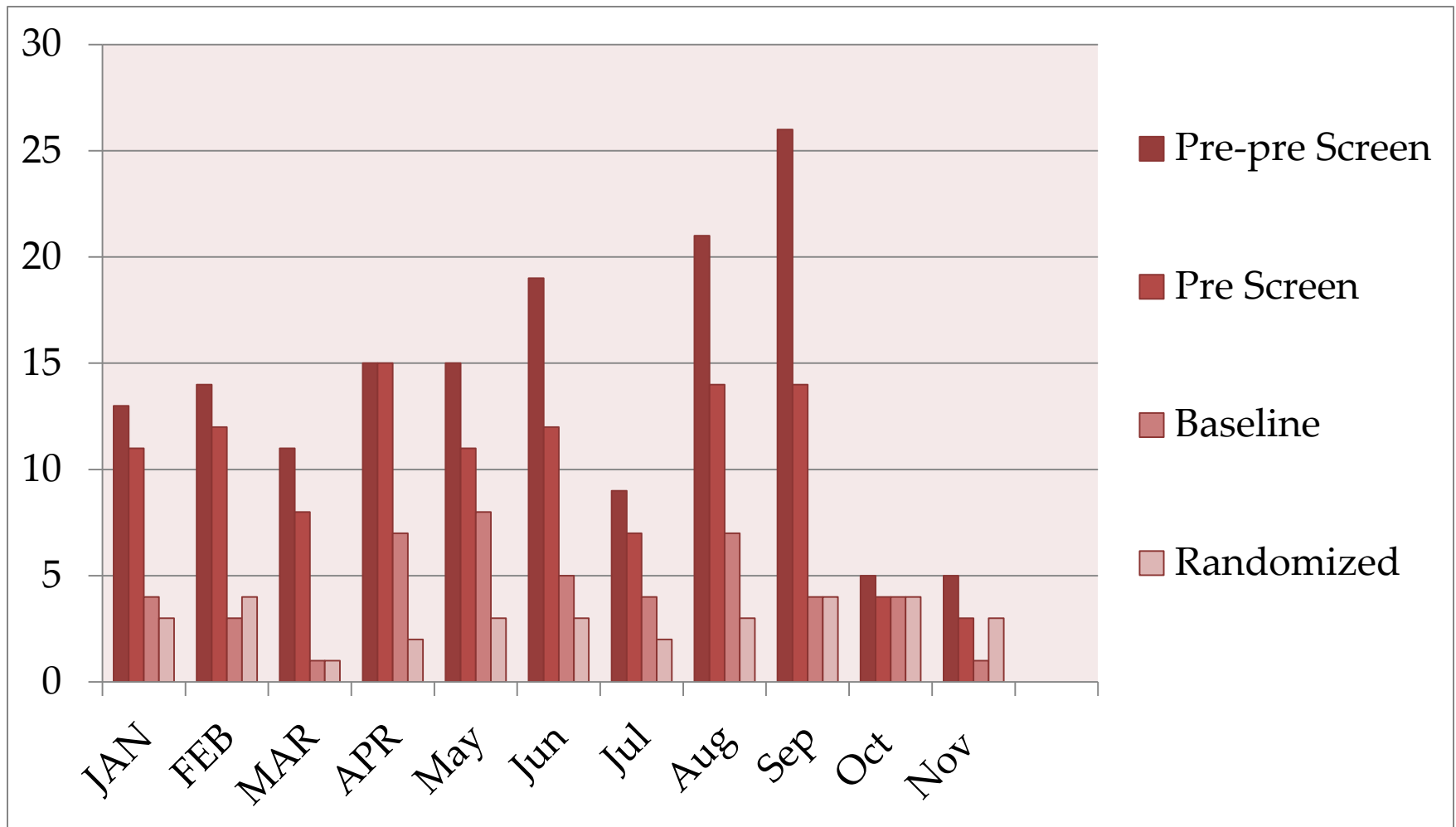


Feria De Salud w/ ADA , Los Angeles, CA

- November 9th 2014
- Passed out over 500 flyers
- 201 Glucose Test



Evidence of Success



Recruitment Plan: Next 3 Month

Follow up “Feria De Salud”

- Phone calls & Mailer

Continue EMR

- Clinic Flyers

Farmers Market

- Glucose Testing & Flyers

Walking Man

- Door to Door Service
- 5,000 flyers distributed
- Cost .30ea

