

D2d Recruitment and Retention Subcommittee

RRS Subtopic Resource Page

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Subtopic: Recruiting women with a history of Gestational Diabetes (GDM)

Background: Women with a history of GDM have a high risk of progressing to type 2 diabetes, up to 50% within 5 years in some populations and studies.

Precedent: 16% of female participants in the Diabetes Prevention Program (DPP) had a history of GDM. Anecdotally, this population was reached out to by:

- approaching post-partum clinics within the health/university system
- recruitment brochures in waiting areas
- public service announcements on radio and TV on purpose of the study and high risk population including those with a history of GDM; additional public service announcements on Catholic Television Network and UNIVISION targeting Hispanics
- newspaper ads; local paper and community papers; radio interviews
- letters to Catholic churches; priest would make announcements after mass about DPP and the persons who might be at risk
- contact with Diabetes in Pregnancy Centers
- local free clinic
- chair of OB-GYN sent a letter to patients with a history of GDM, referencing the study and providing contact information

D2d RRS Discussion/Methods:

EHR: Database queries focusing on history of gestational diabetes; possibly extend concept to other known high-risk populations (e.g. PCOS)

Outreach:

- Flyers specifically for high risk pregnancy clinics
- Letters from physicians/department heads of clinics that see women at risk (GDM, PCOS)
- Facebook: paid promotional page for people looking for term gestational diabetes
- Include high risk populations on IRB-approved flyers

RRS Recommendations to Sites:

- **Reach out and introduce study to OB/GYN or other providers in your system that care for these women (h/o GDM, h/o PCOS)**
- **Active outreach (e.g. IRB-approved letters) to women with a history of GDM or women with a history of PCOS, not on metformin; cosigned by chief (e.g. chief OB/GYN)**
- **Flyers in OB/GYN and PCP areas which highlight populations at high risk of diabetes**