

Southwest American Indian Site, Phoenix AZ

Recruitment Plan D2d Study

Create a broad based community education approach with general awareness and understanding of the importance of the D2d Study that could directly increase the number of volunteers making contact with the staff.

1. Phoenix Indian Medical Center (PIMC)

- Presentations to clinic staff: Diabetic Center of Excellence, Endocrinology, Family Practice, Optometry, Internal Medicine, Podiatry, and Women's Health Departments.
- Brochures left at each clinic site.
- Meetings with Department Heads:
 - Social services, diabetes educators, pharmacists, and registered dietitians.
- Presentations to physician groups.
- Brochures, letters to potential participants.
- Set up recruitment table in PIMC lobby area
- Electronic health record review to identify potential participants.
- Acquire mailing list/database from PIMC, and send brochures to potential participants.
- Acquire hospital events calendar: set up recruitment table
 - Annual Women's Expo
 - Annual Diabetes Fair
 - Great American Smoke Out
- Identify other research studies, and meet with their staff to share recruiting ideas and to possibly refer people identified as eligible for one study but screened out by the other. Offer other study staff resentations, fliers, brochures, letters, newsletters.
- Employee newsletter for PIMC staff.

2. Local Advertising

- Native newspapers: Native Scene, Ak-Chin O'odham Runner, Au-Authm Action News, Cocopah Newsletter, Fort Apache Scout, Ft. McDowell Yavapai News, Gah'nahvah Ya'ti
- Daily area newspaper: Phoenix, Mesa, Tempe, Glendale, Scottsdale.
- On-line Native American Newspapers.

3. Community Outreach to Area Native Organizations

- Presentations, brochures, and educational handouts on type 1 and type 2 diabetes to the following groups:
 - Affiliation of Arizona Indian Centers
 - American Indian Chamber of Commerce (AICCA)
 - Arizona Commission of Indian Affairs (ACIA)
 - Inter Tribal Council of Arizona (ITCA)
 - National Council for American Indian Economic Development (NCAIED)
 - Native Connections
 - Native Health
 - Phoenix Indian Center
 - ASU American Indian Student Support Service
 - AZ Department of Health Services Native American
 - Phoenix Area Indian Health Service (PAIHS)

4. Local Community Events:

- Presentations, brochures, and educational handouts on type 1 and type 2 diabetes at the following events:
 - Local health fairs
 - Annual Indian pow-wows
 - Native American Museums' events
 - The Lori Piestewa National Native American Games

5. Local Native Restaurants

- Leave brochures at restaurants frequented by Native clientele.