



Increasing recruitment &
retention rates among
indigenous farmworker
participants in a CBPR project

Rebecca Allen & Valentín Sanchez

with thanks to Santiago Ventura, Julie Samples, Stephanie Farquhar, Nargess Shadbeh
and the rest of our partners

Project History & Overview

- Prevent and Reduce Adverse Health Effects of Pesticides on Indigenous Farmworkers*
- Researchers who share culture, language, & identity with participants



A promotor practicing pesticide education techniques

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Project Partners

- Oregon Law Center
- Pineros y Campesinos Unidos del Noroeste (PCUN)
- Farmworker Justice
- Emory University
- Drexel University
- Portland State University
- **Indigenous farmworkers of Oregon**



A Quick Look at Recruitment & Retention

A review of the literature highlighted challenges of recruitment and retention in farmworker communities

2010

- Recruited 62 participants
→ Fell short of goal of 100
- Retained 49 of 62 participants →
20.9% attrition

2011

- Recruited 102 participants
→ Met goal of 100
- Retained 91 of 102 participants →
10.7% attrition
 - * Significant difference in retention rates ($p = .002$)

Farquhar, S., de Jesus Gonzalez, C., Hall, J., Samples, J., Ventura, S., Sanchez, V., and Shadbeh, N. (2013). Recruiting and retaining indigenous farmworker participants. *Journal of Immigrant and Minority Health*, 15(3).

Recruitment



Sample sign placed in the field to warn of pesticide application

- Challenges
 - Explaining the research study to participants
 - Dispersed living conditions of nursery workers
- Successes
 - Boosted the number of participants recruited
 - Used active vs. passive strategies

Recruitment

- How?
 - Implemented a mapping process
 - Kept a detailed work plan
 - Used a tracking sheet
 - Adjusted community educator schedules
 - Paired recruiters with recruitees
 - Showed respect in the indigenous community

To help recruit participants, I did the following this week (check all that apply):

- Spoke to promotora
- Home visit
- Interpreter training participant
- Presentation at _____
- Went door to door
- Went to store
- Went to laundry mat
- Went to housing sites
- Other

Sample categories for Community Educator recruitment methods

Retention



Blackberry field in Washington County

- Challenges
 - Diverse cultural and linguistic backgrounds of participants
 - Recruitment methods affecting retention rates
 - Migratory participant communities
 - Economic recession reduced employment options
- Successes
 - Improved retention rates (halved attrition rate from year 1 to year 2)

Retention

- How?
 - Gave an appointment slip to participants
 - Altered testing schedules to accommodate workers' schedules
 - Made reminder visits and calls
 - Visited participants' homes to conduct surveys and collect samples
 - Showed respect in the indigenous community



Nursery worksites

Why does it matter?

- Increase the validity of study results
- Demonstrate respect and trust between farmworkers and community educators
- Need diverse strategies in diverse communities
- Help strengthen current, future studies
- Model importance of community educators as partners who share language, culture, identity with participants

Questions?

