

University of Texas at Tyler

Scholar Works at UT Tyler

Nursing Faculty Publications and Presentations

Nursing

Spring 2015

Successful Strategies for Recruiting Minority Participants in Clinical Research

Danice B. Greer

The University of Texas at Tyler, dgreer@uttyler.edu

Follow this and additional works at: https://scholarworks.uttyler.edu/nursing_fac



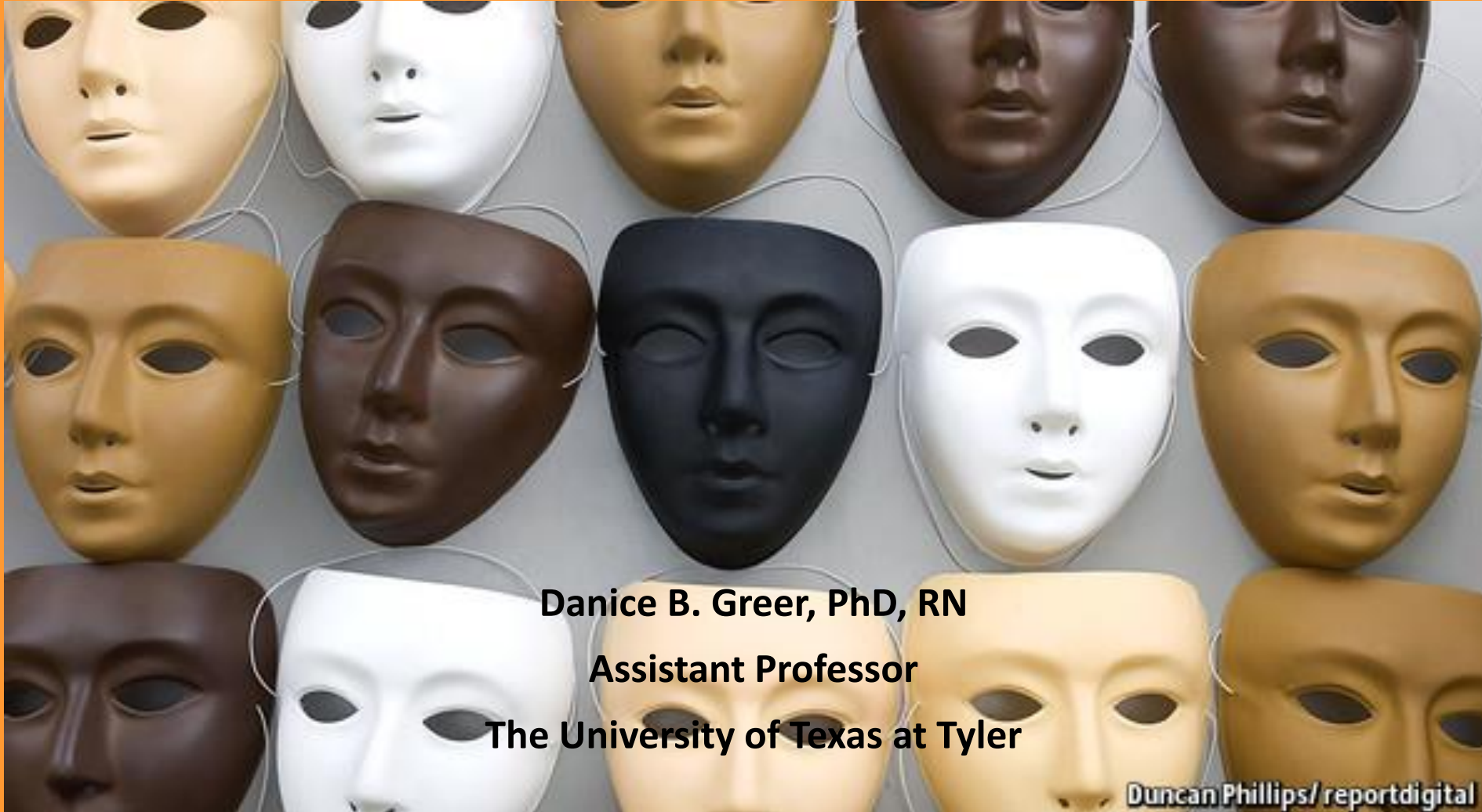
Part of the [Nursing Commons](#)

Recommended Citation

Greer, Danice B., "Successful Strategies for Recruiting Minority Participants in Clinical Research" (2015). *Nursing Faculty Publications and Presentations*. Paper 6.
<http://hdl.handle.net/10950/382>

This Conference Proceeding is brought to you for free and open access by the Nursing at Scholar Works at UT Tyler. It has been accepted for inclusion in Nursing Faculty Publications and Presentations by an authorized administrator of Scholar Works at UT Tyler. For more information, please contact tgullings@uttyler.edu.

Successful Strategies for Recruiting Minority Participants in Clinical Research



Danice B. Greer, PhD, RN

Assistant Professor

The University of Texas at Tyler

Duncan Phillips/ reportdigital

Historical Background

Medical experimentation

Human rights violations

People of **ALL** ethnicities



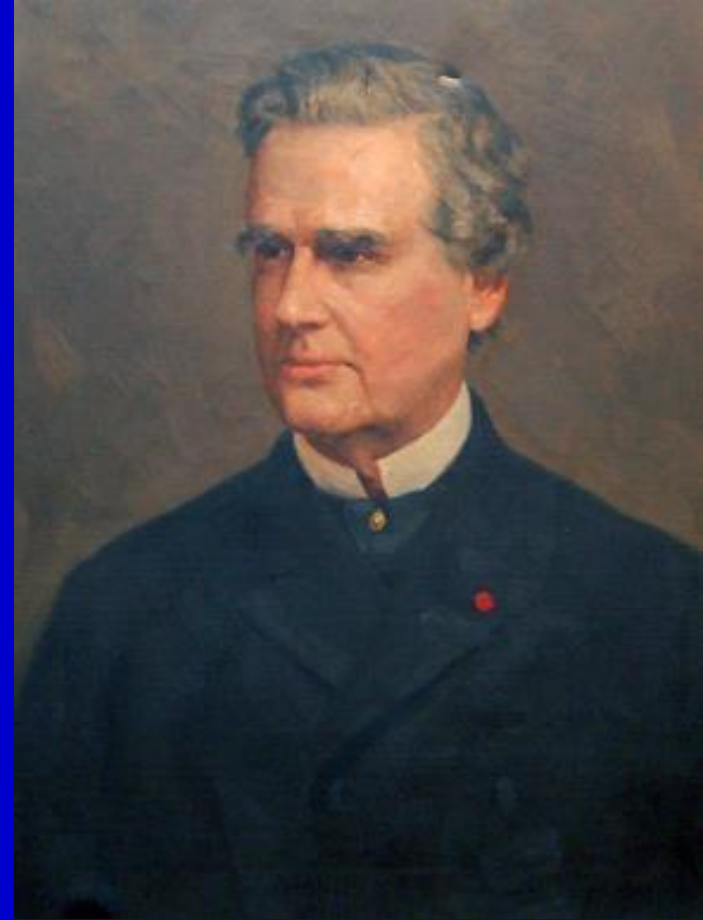
Historical Background

- **Poor, marginalized**
- **Women**
- **Children**
- **Fetuses**
- **Prisoners**
- **Military personnel**



Historical Background

- Alabama physician J. Marion Sims
- (1813-1883)
- Gynecological surgeries on slaves
- No anesthesia



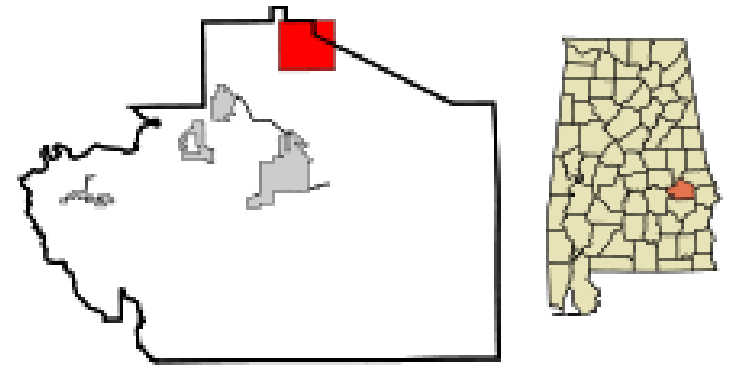
Historical Background

- **US Syphilis Study in Guatemala 1946**
- **1500 Victims injected with:**
 - Syphilis
 - Gonorrhea
 - Chancroid
- **To Test Penicillin**
- **Orphans, Children, Prisoners, Prostitutes, Military Conscripts**
- **Remained a secret for six decades**



Marta Orellana, 74

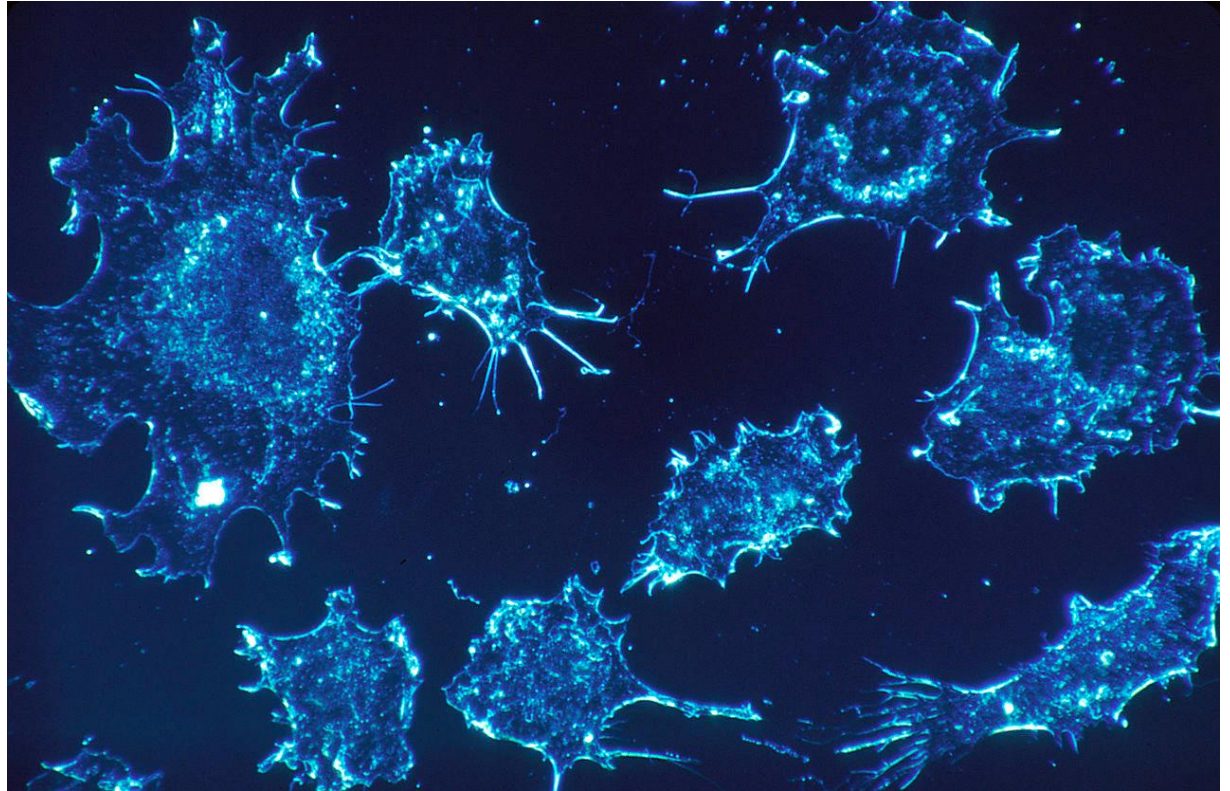
Historical Background



- **U.S. Public Health Service Syphilis Study at Tuskegee**
- **600 Black Men (399 infected, 199 controls)**
- **40 years (1932 – 1972)**
- **Bad Blood**

Historical Background

- Range of human experimentation
- Injections of viruses, bacteria, live cancer cells
- Radiation
- Spinal taps



Historical Background

- Eugenics
- 31 States had government run programs
- Sterilization – targeted young girls & Blacks



Historical Background

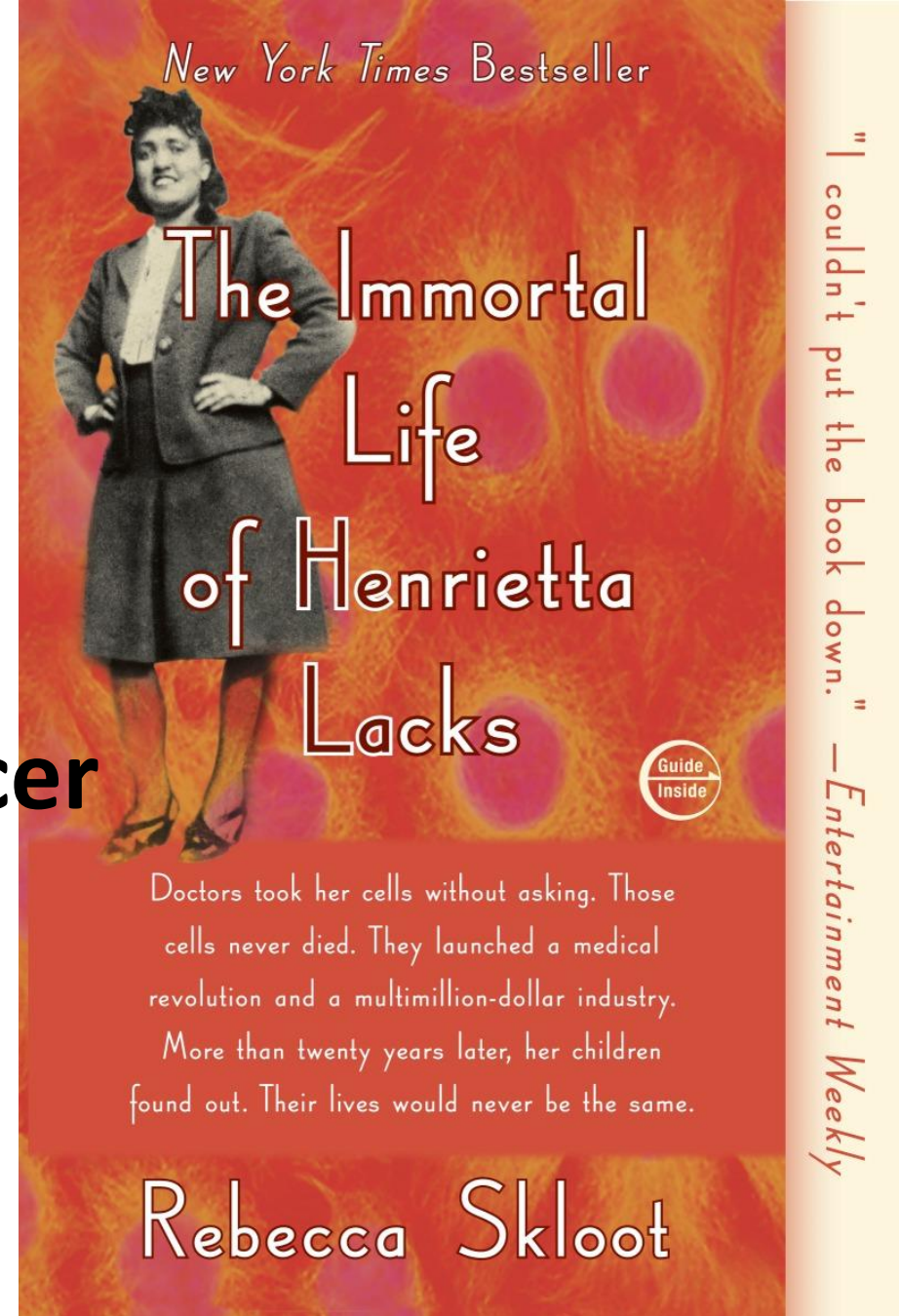
- **1913 to 1951, Dr. Leo Stanley**
- **Stanley excised testicles from executed prisoners**
- **Surgically implanted them into living prisoners**
- **Implanted testicles of rams, goats, and boars**

San Quentin Prison



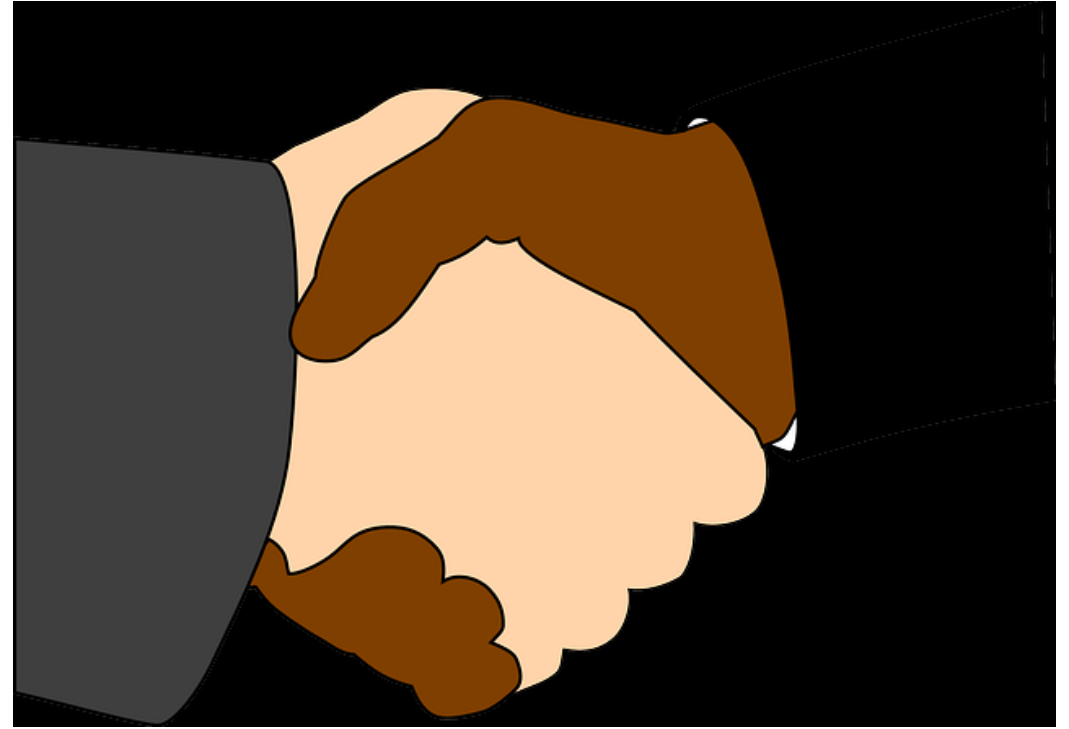
Historical Background

- **Notable Figures**
- **Henrietta Lacks (b. 1920-d. 1951)**
- **Malignant epidermoid cervical cancer**
 - **Dr. removed cancer cells without her**
 - **Knowledge**
 - **Used cells for years in experiments**



Strategies for Success: Where Do We Go From Here?

- **Build Trust**
- **Transparency**
- **Full Disclosure**
- **Ongoing Informed Consent**



Why Cultural Competence?

Culture: refers to learned, shared, and transmitted values, beliefs, norms, and lifeways of a specific individual or group.

Guides thinking, decisions, actions, and patterned ways of living.

(Leininger, 2001)



Cultural Competence

- Language
- Worldviews
- Personal space
- Eye contact
- Cultural Norms
- Food preferences
- Spiritual and Religious Beliefs



Diversity

Successful Strategies

- **Key Informant**
- **Snowball Technique**
- **Letters of Introduction**

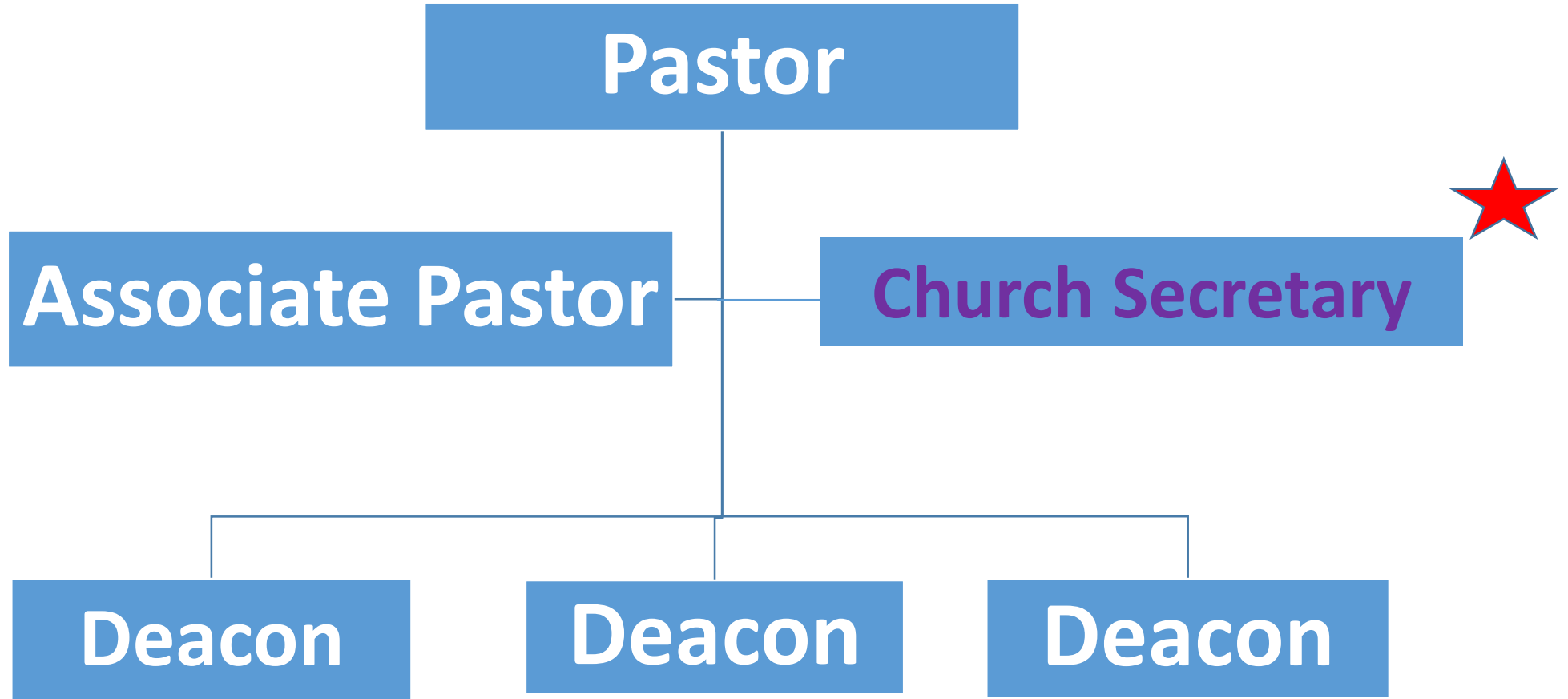


Successful Strategies

- African American Church
- Permission Letter to Pastor
- Health Ministry Leader
- Church Secretary



Church Hierarchy



Health Ministry

Outreach Ministry

Music Ministry

Women's Ministry

Recruitment Strategies

- Colorful Flyers
- Church Bulletin
- Church Newsletter
- Word of Mouth
- Social Hubs



Blood Pressure Research Study

Purpose: The purpose of this research study is to determine the effect of culturally tailored education on high blood pressure in African American Women.

Inclusion Criteria

1. Gender: Female
2. Race: Black or African American
3. Age 18 years or older
4. Diagnosed as having high blood pressure
5. Able to read, understand, and speak English
6. Taking one or more blood pressure medicine(s)

Exclusion Criteria

1. Pregnant
2. History of stroke or heart attack within the last year
3. End-stage renal disease and on dialysis.

Length of Study: 6 weeks

Benefits: You will receive information about high blood pressure.

Risks: There are no risks to being in this study.

Contact: Danice Greer (903) 565-5766

Institution: The University of Texas Health Science Center at Houston & The University of Texas at Tyler

Location: McFarland Community Center
708 South Stone St.
Mineola, Texas
903 569-8851

Compensation for Time and Travel Provided



IRB NUMBER: HSC-SN-08-0246
IRB APPROVAL DATE: 1/12/2010

Successful Strategies

- African American Fraternities
- Delta Sigma Theta
- Alpha Kappa Alpha
- Sigma Gamma Rho
- Kappa Alpha Psi
- Omega Psi Phi



Successful Strategies

- **Beauty Shops**
- **Barber Shops**
- **Community Centers**
- **Health Clinics**
- **Senior Centers**



Ronald G. Victor, MD

Use Incentives

- **Gift cards**
- **Vouchers**
- **Small gifts**
- **Thank you cards**
- **Birthday cards**



Last But Not Least:

- **Be Genuine**
- **Be Authentic**
- **Be Honest**



References

1. Slide #1 Image: <http://www.economist.com/news/britain/21595908-rapid-rise-mixed-race-britain-changing-neighbourhoodsand-perplexing>
2. Slide #3 Image: <http://www.encyclopediaofalabama.org/article/m-2269>
3. Slide #4 : <http://www.theguardian.com/world/2011/jun/08/guatemala-victims-us-syphilis-study>
4. Slide #5 <http://www.cdc.gov/tuskegee/timeline.htm>
5. Slide #7 http://rockcenter.nbcnews.com/_news/2011/11/07/8640744-victims-speak-out-about-north-carolina-sterilization-program-which-targeted-women-young-girls-and-blacks
6. Slide #8: Leo Stanley: The Strange Career of Leo Stanley: Remaking Manhood and Medicine at San Quentin State Penitentiary, 1913–1951, Ethan Blue, Pacific Historical Review, May 2009, Vol. 78, No. 2, pp. 210–241, DOI 10.1525/phr.2009.78.2.210
7. Slide #9 Skloot, R. (2010). *The immortal life of Henrietta Lacks*. New York, NY: Crown Publishers.
8. Slide# 11-12: Leininger, M. (1991). *Culture care diversity and universality: A theory of nursing*. New York, NY: National League for Nursing.
9. Slide #18: Source: <http://www.discoveriesmagazine.org/whos-who/>

Additional Resources:

Grodin, M. A., & Glantz, L. H. (Eds.). (1994). *Children as research subjects: Science, ethics, & law*. New York, NY: Oxford University Press.

Loue, S. (2000). *Textbook of research ethics: Theory and practice*. New York City, NY : Springer Science + Business Media, LLC.

Nova, WGBH Documentary (January 26, 1993). *The Deadly Deception* (Documentary). Retrieved from, <https://www.youtube.com/watch?v=vmVTmhYa52A>

Victor, R. G., Ravenell, J. E, Freeman A, Leonard, D., et al. (2011). Effectiveness of a barber-based intervention for improving hypertension control in black men: the BARBER-1 study: a cluster randomized trial. *Archives of Internal Medicine*, 171(4), 342-350. doi: 10.1001/archinternmed.2010.390.

Washington, H. A. (2006). *Medical apartheid: The dark history of medical experimentation on Black Americans from colonial times to the present*. New York, NY: Doubleday.