



MARHABA

INTERNAL PROTOCOL

VERSION DATE: 3/11/13

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I. INTRODUCTION

a. PROJECT OVERVIEW

The goal of this two-year study is to understand the barriers and facilitators of breast and cervical cancer screening among a diverse group of Muslim women in New York City using a qualitative, community-engaged approach. The specific aims of this study include: 1) To utilize the methods of community based participatory research (CBPR) to expand upon an existing collaboration between academic institutions, health providers, religious institutions, and community based organizations to implement a breast and cervical cancer research initiative among the Muslim population in NYC; 2) To use qualitative methods to explore the barriers and facilitators to breast and cervical cancer screening among diverse Muslim communities in NYC that reflect attitudes and beliefs, the influence of social networks and support structures, and access to healthcare factors; and 3) To use the principles of social marketing and message framing to develop and evaluate the acceptability of culturally tailored messaging that promotes breast and cervical cancer screening in diverse NYC Muslim populations. Study findings will inform the development of a large-scale social marketing campaign to increase breast and cervical cancer screening among Muslim women.

b. PROJECT STAFF

c. PROTOCOL OBJECTIVES

This protocol serves to provide guidance on the following:

- Conducting screening / tabling events as a means of recruitment.
- Recruiting and retaining participants.
- Communicating in a culturally appropriate way and providing materials tailored to the African and Asian Muslim women in New York City.
- Using evaluation tools to gather information on breast and cervical cancer screening barriers and facilitators among Muslim women in New York City.

II. RECRUITMENT PROTOCOL

a. GUIDE TO SCREENING / TABLING EVENTS

Screening opportunities such as health fairs or tabling events can be an invaluable way to promote the aims of the project as well as recruit potential participants. Advance preparation is the key to ensuring that any of these events runs smoothly and is beneficial for both the project

staff and the community. The following checklists should be used when planning a screening / tabling event:

i. CHECKLISTS & INSTRUCTIONS

1. PRE-SCREENING / TABLING EVENT

Getting Site and/or Co-Sponsor

- ☐ Set up meeting with prospective site or organization
- ☐ Discuss & obtain approval to hold screening / tabling event from site or organization
- ☐ As early as possible, check calendar and decide on a date(s) and time(s).

Manpower

- ☐ Decide how many volunteers and staff are needed during the event. List of past and present volunteers and interns can be found on project shared drive at J:\CSAAH\Marhaba\Phase 2\Recruitment
- ☐ Notify staff and recruit volunteers. Explain event goals and request support.
- ☐ Assign volunteers specific duties, if necessary.
- ☐ Create schedule for event with rotation of volunteers and staff, if necessary.
- ☐ Ensure volunteers/staff that will be doing data collection have completed IRB and HIPAA certification.

Publicity

- ☐ Post information on relevant sources (e.g. project website, community partner website).
- ☐ Create posters for placement at health fair, site, or organization

Ordering Supplies and Health Education Materials

- ☐ Order required tables and chairs to be placed at the site of the event.
- ☐ Prepare the MARHABA banner(s).
- ☐ Prepare health education and recruitment materials to be distributed (see Appendix 1 for full list).
- ☐ Order needed office supplies (clips, pens, tape, etc.).

- Prepare contact information sheets, consent forms, and screening questionnaires. Ensure that all are most recent IRB-approved versions.

- Determine assignment for UIDs at event.

2. DAY OF SCREENING / TABLING EVENT

- All volunteers and staff should be at the site at least 30 minutes before the event.

- Ensure all volunteers and staff has contact information for event organizer.

- Review schedule for event, including volunteer and staff shift rotation.

- Review screening protocols and recruitment scripts.

3. POST- SCREENING / TABLING EVENT

- Clean-up facility and leave in as good or better condition than before event.

- Send thank you notes to participating volunteers and site and/or co-sponsoring organization.

- Record results of screening / tabling event. File all collected contact information, screening questionnaires, and/or consent forms in locked filing cabinet.

- Store all materials together for future screening / tabling events.

- Contact potential participants within one week to thank them for their interest and/or schedule for the interview (if applicable).

b. RECRUITMENT PROCESS

i. OVERVIEW OF RECRUITMENT PROCESS, SCREENING/TABLING EVENT

During the screening / tabling event, it is important to actively engage with those participating in the event and provide as much information about the project as possible. In order to assist volunteers and staff members with any questions that may arise about the study or cancer in general, several informational documents have been created/collected: 1. Glossary of cancer terms; 2. Resource sheet on locations to receive free or low cost cancer services; 3. Cancer specific brochures; and 4. Recruitment brochure.

If a potential participant seems interested in the project after receiving information, the volunteers / staff should begin to assess participant eligibility. The potential participant may or may not have time to complete the full screening questionnaire and/or the consent form at the event. In these cases, contact information should be collected from the potential participant, and volunteer/staff should alert the individual that they will be receiving a follow-up phone call within one week. The following script can be used as a guide for this process:

SCRIPT FOR SCREENING QUESTIONNAIRE & CONSENT FORM COMPLETION:

VOLUNTEER / STAFF: “Thanks for taking the time to learn about the MARHABA Project. If you don’t mind, I would like to ask you a few questions to make sure that you are eligible to participate.”

☐ ☐ If participant **cannot** stay to complete Screening Questionnaire:

VOLUNTEER / STAFF: “If it is okay with you, I’d like to call you later this week to go over the screening questions over the phone.” [See Sign-Up Sheet and record Participant Contact Information]

☐ ☐ If participant **can** stay to complete Screening Questionnaire :

Complete Screening Questionnaire.

☐ ☐ If participant is not eligible:

VOLUNTEER / STAFF: “Unfortunately, I do not think that you are eligible to participate in the MARHABA project for the following reason(s)”: DESCRIBE WHY PARTICIPANT IS NOT ELIGIBLE. “Although you are not eligible for the MARHABA project, I can share some information on breast or cervical cancer and where you can get screenings.” [DISTRIBUTE BROCHURE AND/OR RESOURCE SHEET].

☐ ☐ If participant is eligible

VOLUNTEER / STAFF: “Now that we know that you are eligible to participate in the MARHABA project, I would like to schedule an interview with you. If you leave your name and contact information, I will be calling you to schedule a date and time that works best for you.” [See Sign-Up Sheet and record Participant Contact Information]

If a participant is screened via phone at a later date, the CHW or intern should schedule a time for the consent form to be reviewed and signed. Once consent is obtained from a participant, the Project Coordinator and/or approved staff member will confirm the participant’s eligibility.

ii. OVERVIEW OF RECRUITMENT PROCESS, MASS MAILING

One way to strengthen recruitment efforts is to employ a multi-pronged approach and solicit potential participation through other channels besides screening / tabling events. A mass mailing

can be a relatively low-cost strategy that can help to both bolster overall recruitment as well as improve program reach. A mailing list of Muslim women can be obtained through community organizations, once the proper approvals have been secured from department heads and Institutional Review Boards (IRBs), if applicable. The mass mailing should be prepared using the IRB-approved recruitment letter with the most recent date inserted into the header.

III. RETENTION

a. SCREENING TO INTERVIEW

After a screening / tabling event, each potential participant that has been screened or has left contact information will be assigned to a CHW or intern and should receive a follow-up phone call within one week of initial meeting

As soon as possible, the CHW or intern should schedule a time for the participant to complete the interview. It is possible that once a participant has been screened and/or consented, they may become unreachable via phone for various reasons. In order to increase retention between screening and baseline, a phone follow-up protocol (Appendix 2) has been developed to maximize participant contact without said contact becoming too intrusive. Each attempt at contact as well as the call outcome should be recorded in detail in the Participant Encounter Log. Additionally, in order to increase retention, small incentives are to be provided to participants after completing the interview.

b. INTERVIEW

Once a participant has been screened, she should be invited to schedule an interview based on their availability. The CHW should record the date of the scheduled interview in the Participant Encounter Log, as well as on the internal scheduling calendar (maintained on the shared network drive, J:\CSAAH\Marhaba\Phase 2\Recruitment) used for planning purposes.

Advance preparation is the key to ensuring that each interview runs smoothly and is beneficial for both the project staff and the community. The interview can occur in either a clinic-based setting, or a community-based setting, depending upon the preference of the project staff as well as the availability of participants. Each type of space will require specific planning and preparation, but in general the following checklists before an interview.

i. PREPARATION IN ADVANCE OF INTERVIEW

Secure Space

☐ Contact appropriate point person for securing space reservation (if needed).

- ☐ Confirm reservation of space one week prior to scheduled session (if needed).

Organize Supplies and Materials Needed for the Session

- ☐ Assemble needed office supplies: pens, etc.
- ☐ Ensure have all elements of the Interviewer Packet:
 - ☐ Study Personnel Contact Information
 - ☐ Study Recruitment Flyer
 - ☐ Study Recruitment Brochure
 - ☐ Screening Form
 - ☐ Recorder Manual Pages
 - ☐ Audio Release Form
 - ☐ Consent Form
 - ☐ Survey / In-depth Topic Guide
 - ☐ Cancer brochures
 - ☐ Resources
 - ☐ Glossary

- ☐ Obtain incentive for interview.

ii. DAY OF INTERVIEW

- ☐ Interviewer should get to the venue of the interview at least 15 minutes before the interview.
- ☐ After the first contact, volunteer/staff member should first confirm whether or not participant has signed an Informed Consent Form. If not, a staff member or trained intern only should complete the consent process, sign the required form as the witness, and provide participant with a copy of the signed form.
- ☐ Complete the Audio Recording Release Form
- ☐ After consent is obtained and the Audio Release Form has been signed, a volunteer/staff member will complete the contact information sheet as well as the interview.
- ☐ Completed data collection tools should be turned in to the Project Coordinator of staff member for filing in the appropriate folder.

IV. LIST OF APPENDICES

Appendix 1: Health Education Materials & Recruitment Materials to be distributed during
Tabling Events

Appendix 2: Phone Protocol – Recruitment Follow-Up

Appendix 1: Health Education & Recruitment Materials to be distributed at Screening/Tabling Events

Health Education Materials

Cancer information brochures (Various languages)

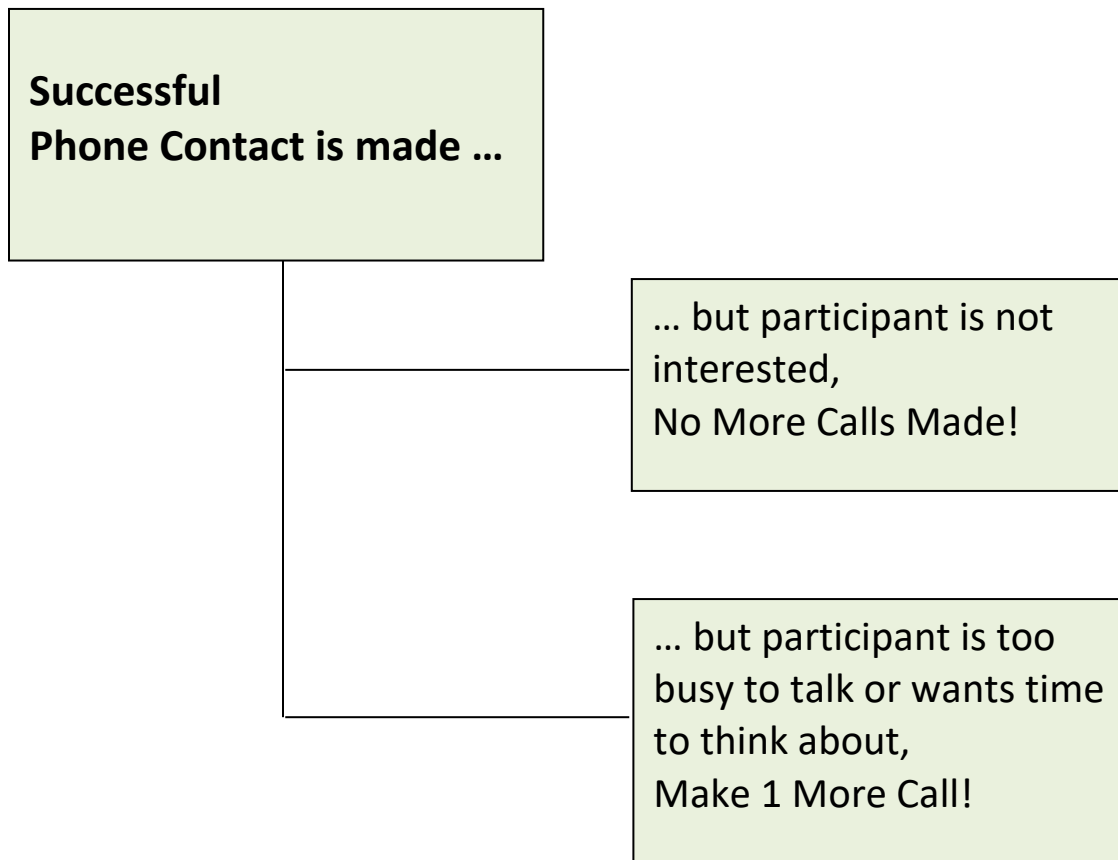
Resources sheet on locations where women can get free or low cost health care services

Recruitment Materials

MARHABA Folded One-Page Brochure, printed from NYU Print Shop

Business Cards for study staff

Appendix 2: Phone Protocol – Recruitment Follow-Up



Appendix 2: Phone Protocol – Recruitment Follow-Up (continued)

