

Adapting recruitment strategies for community-based project during COVID-19 pandemic

Malesa Pereira, MPH, Donna Williams, DrPH, Ed Trapido, ScD

Background

- The rapid spread of coronavirus triggered the stay-at-home orders for Louisiana in March 2020.
- Community-based projects were significantly affected by stay-at-home orders as the pandemic hindered implementation of community-based projects.

Methods

- Cancer Reporting In St. John Parish (CRISP) project was conducted by LSUHSC SPH between 1/2020 to 1/2021.
- We expected to approach all 1,821 households through door-to-door surveying in the 2.5 km survey area around the Denka Facility. Door-to-door surveying of residents began at the end of January 2020.

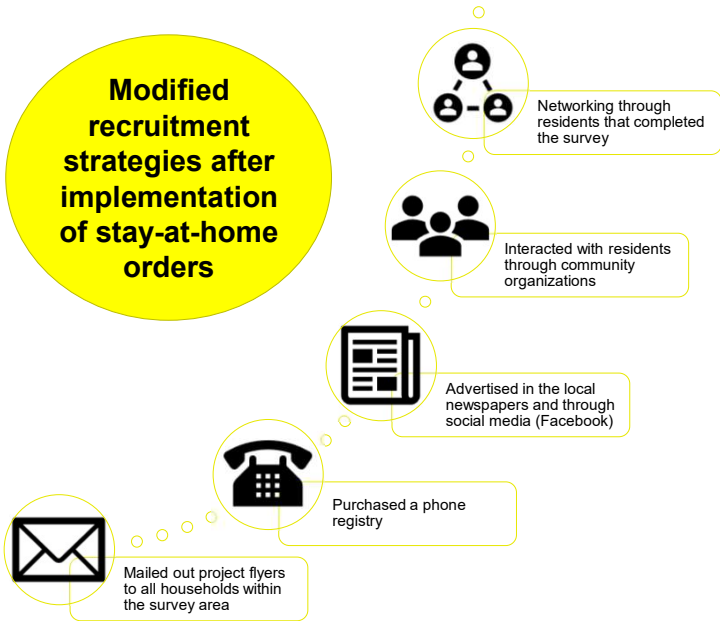


Image obtained from Google Earth of 2.5-kilometer survey area radius around the Denka Performance Elastomer facility in Laplace, La.



Project flyer used prior (left) and after (right) stay-at-home orders for the COVID-19 pandemic.

- A multi-pronged approach was used to contact residents in the survey area as an alternative until door-to-door surveying could be resumed.



Results

Table 1: Overall characteristics of surveyed households within the 2.5 km radius around the Denka Facility (N=1,821 households)	n
Recruitment strategies	
Number of households approached via door-to-door surveying prior to stay-at-home orders	236
Number of households mailed flyers	1710
Number of PO Boxes mailed flyers	375
Number of households approached via phone surveying	1146
Number of households of completed surveys	179
Number of households that decline to participate in survey	114
Location completed surveys within 2.5 km survey area	179
Households located in Reserve	107
Households located in Edgard	23
Households located in Laplace	49

Conclusion

- By using a multi-pronged recruitment strategy, we were able to continue surveying and engaging residents during the stay-at-home orders even though our physical presence was absent in the community.

Acknowledgement

- We thank our field workers for their contributions to this project: Megan Sutton, Pragya Bhattarai, Asha Regmi, Colette Maser, Sam Ramirez, Gabrielle Gonzalez, Shauna Potts, Manal Malik, H. Nicole Hedz, A. Elise Farris, and Lisa Kam.
- This project was funded by Louisiana Department of Health.