

Getting the Word Out: How Latina/x Females Learn About Research

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BACKGROUND

- Understanding how community members learn about research studies can give insight into effective research promotion and recruitment.
- The Environment, Leiomyomas, Latinas, and Adiposity Study (ELLAS) is a prospective cohort study of reproductive age Latinas/x in the Detroit metropolitan area. Here we will discuss how participants reported learning about ELLAS.

METHODS

- Demographic, health, and general responses were collected via bilingual interviewers.
- Responses from participants in ELLAS were used for analysis.
- Participants were asked to identify how they heard about ELLAS using a single question with multi-select options for responses.

DEMOGRAPHICS

- Participants had a mean age of 37.7±7.1 years.
- 54.7% reported not having health insurance.
- 87.7% reported being born outside of the United States.



Most Latina/x females surveyed
reported that they heard about the
ELLAS study by word of mouth
through a friend or relative.



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RESULTS

- Here we present data from 472 participants.
- The most common method participants reported on how they learned about the study was by **word of mouth through a friend or relative** (47.88%). This was followed by outreach event (18.64%), other (15.68%), and community organization/partner (10.38%).
- Word of mouth was the most common method independent of age, health insurance status, and health literacy.

DISCUSSION

- Our findings suggest that the Latina/x community receive their information through their **family and friends** more so than any other mode of communication.
- To enhance promotional and recruitment efforts in this community, **research studies should include established community partners and genuinely gain the trust of the community and foster a positive reputation** that encourages community members to willingly spread the word.

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