



Cultural considerations in effective recruitment of participants

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Embedding cultural considerations

“The acknowledgement and the integration of cultural factors into various aspects of your research from the earliest stages of planning through to the dissemination of findings.”

Practices

Policies

Interactions

Decision-making



Ethical considerations in research



Informed consent



**Recruitment and
sampling**



**Validity of
measurement**



Data collection



Analysis



Dissemination

Cultural considerations in research

Informed consent

Who makes the decision?

Do they understand the ask?

Can they read?

Cultural sensitivity

Beliefs

Values

Practices

Language

Literacy levels

English as 2nd / 3rd / 4th

Preferences

Communication

Co-designing of materials

Written / verbal / video / audio

Interpreters

Recruitment

Posters / Social media

Social networks

Community organisations

Barriers

Challenges

Power dynamics

Social stigma

Leaders or champions

Challenging own bias

Us and them

Immigrants
Refugees
Media / Press narrative



Culture
Ethnicity
Prejudice
Bias

Self identification

Do I qualify?
Why am I being asked?
Relationship or role?



Education
Trust
Outputs and outcomes

Criteria

English only
Venue
Contact via ?



Co-facilitation
Social connections not posters
Thinking outside the box

Your recruitment strategy

Not rocket science!!!

IF YOU:

- **Think about your own bias**
- **Consider how to broaden your approach**
- **Destigmatise 'hard to reach'**
- **Seek guidance or advice**
- **Challenge the narrative**

AND:

- **Build trust**
- **Say THANK YOU (relationships)**



Outreach and engagement

- **Can your participants see themselves in your publicity/recruitment material?**
- **Have you considered meeting local community groups, organisations, or champions to build trust and seek their views?**
- **Do your ethical considerations include cultural considerations?**
- **Make use of alternative media, radio, conversations and opportunities**



Thank you



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