

The Recruitment to Dissemination Continuum in Community-based Participatory Research

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What Is the Purpose of This Study?

- This study analyzes the link between the recruitment and dissemination processes of a community-engaged research study.

What Is the Problem?

- Findings in community-engaged research studies are almost always shared in scientific articles but only sometimes shared with communities who participate in the studies.
- Sharing the results of research studies with communities can have positive effects including encouraging people to participate in future studies, but little is known about the link between dissemination of research findings and future recruitment.

What Are the Findings?

- This study demonstrated the ways in which recruitment of marginalized populations to research studies and dissemination of study results can manifest as a continuum.
- This study shows that trust, relationship building, and capacity building are key features for successful participant recruitment and research dissemination strategies.
- Strategies, resources, and relationships used or developed during the recruitment phase of research are directly applied to planning dissemination of results with community partners.
- Participants and members of their communities were more likely to participate in future research studies as a result of attending a dissemination event.

Who Should Care Most?

- Community organizations involved in research partnerships.
- Researchers engaged in community-based participatory research.

Recommendations for Action

- Community academic partnerships should consider building an intentional recruitment to dissemination continuum for their longitudinal work together.



- For successful recruitment and dissemination strategies, community partners and researchers should foster trust and capacity through long-term partnerships.
- Dissemination of research findings are encouraged in order to bring attention to health issues that are important for the participating community. Disseminating research findings directly to participants and their communities encourages participation in future research.