

Young adults' experiences of dialysis and kidney transplant decision-making: social media recruitment

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Introduction

- Social media is increasingly being used for health research recruitment (1, 2) as an alternative to traditional recruitment via the National Health Service.
- It can be used to recruit seldom-heard (hard-to-reach) groups to research studies (3).



Aim and Objective

Aim

- Use social media to recruit young adults' (18-30 years) living with ESKD to understand their experiences of making dialysis and kidney transplant decisions.

Objective

- To explore how far social media was a successful way to recruit young adults with kidney disease to a qualitative research study.



Methods

- Developed a poster and a short film that will be used to advertise the study via social media.
- Created Twitter handle for the study
- Contacted kidney charities-national and local groups to request dissemination of study to members
- Contacted influential young people with kidney disease well-known on social media
- Study was first advertised to young adults with ESKD via Twitter and Facebook, news letter, kidney charities website.
- Reviewed success of the recruitment process.

First poster

Young peoples experiences of dialysis or transplant choice selection



Who is it for

- This study is seeking to recruit 12 -15 young adults aged 18 to 30 years diagnosed with end-stage kidney disease.
- Who have experienced making dialysis or kidney transplant choice of selection between December 2017-December 2018 living in UK.

What

The aim of the study is to understand your experiences of how you chose from a selection of options and the how process may have affected you.

How

You will be required to share your experiences of dialysis or kidney transplant choice selection during an interview which may take between 30 minutes to one hour.

When

The study will run from February to August 2019

Sharing your will give us an understanding of what matters to you and enable the renal community think about how young people can be supported to during choice selection.

If you would like to participate in the study
Email Sarah on oforians@lsbu.ac.uk and provide your contact details.

Redesigned poster

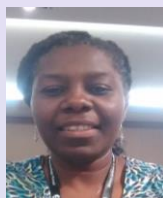
Are you a young person living with kidney disease?

We are carrying out a project to understand what it was like for you, when you first knew that you needed to start dialysis or have a kidney transplant.

Are you aged 18-30 years old?

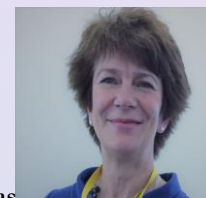
Have you received dialysis or kidney transplant in the last 4 years?

If so, we would love to hear from you. If you agree, we will invite you to an informal interview (about 1hour) either in London, or by Skype if that suits you better. We will either pay your expenses or offer you a £20 gift voucher for your time.



Sarah Ofori-Ansah

“I am a nurse and I am undertaking this project as part of my studies at London South Bank University. I am really interested to hear about your experiences, as it will give nurses, doctors and other staff an understanding about what matters to you.”



Professor Nicola Thomas

“This is a really important project – it could help improve the way that nurses and doctors support young people to make decisions about dialysis or a transplant”

Contact Sarah if you would like to take part

Email: oforians@lsbu.ac.uk Text: 07535116777



Final poster

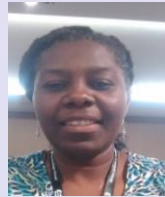
Are you a young person living with kidney disease?

We are carrying out a project to understand what it was like for you, when you first knew that you needed to start dialysis or have a kidney transplant.

Please see this video <https://vimeo.com/321959132> for more information.

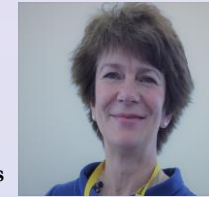
Are you aged 18-30 years old and living in the UK?
Are you currently having dialysis or have you had a kidney transplant?

If so, we would love to hear from you. If you agree, we will invite you to an informal interview (about 1hour) either in London, or by Skype if that suits you better. We will either pay your expenses or offer you a £20 gift voucher for your time.



Sarah Ofori-Ansah

“I am a nurse and I am undertaking this project as part of my studies at London South Bank University. I am really interested to hear about your experiences, as it will give nurses, doctors and other staff an understanding about what matters to you.”



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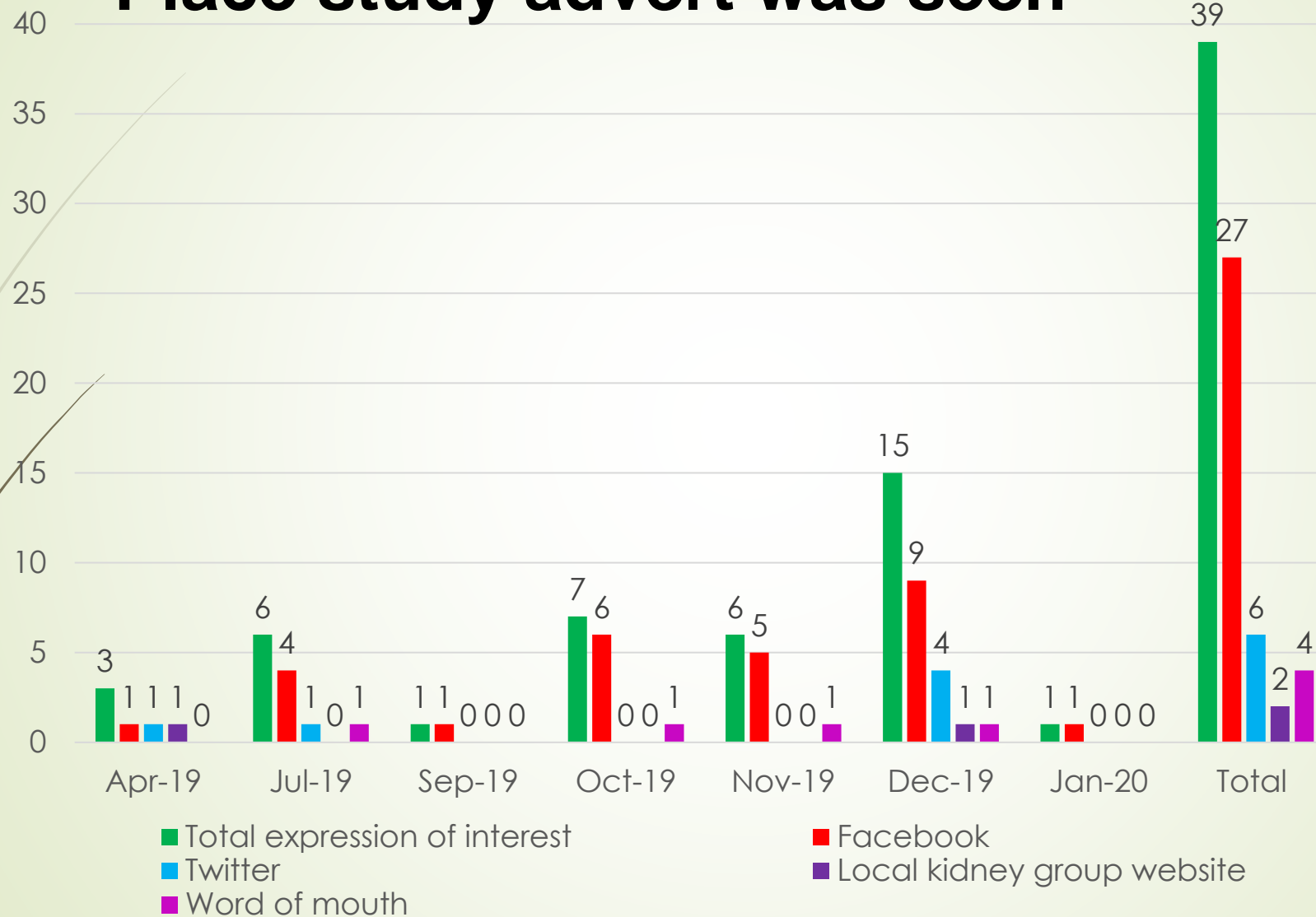
Email: oforians@lsbu.ac.uk Text: 07535116777



Results-Monthly engagement expressions of interest over 10 months

Month	Total expression of interest	Facebook	Twitter	Local kidney group website	Word of mouth
Apr-19	3	1	1	1	0
Jul-19	6	4	1	0	1
Sep-19	1	1	0	0	0
Oct-19	7	6	0	0	1
Nov-19	6	5	0	0	1
Dec-19	15	9	4	1	1
Jan-20	1	1	0	0	0
Total	39	27	6	2	4

Place study advert was seen



Monthly recruitment

Month	Expressions that resulted in recruitment	Withdrawal due to illness	non-respondents	Interviewed
Apr-19	3	1	0	2
Jul-19	2	1	0	1
Sep-19	1	0	0	1
Oct-19	7	0	2	5
Nov-19	2	0	0	2
Dec-19	6	0	0	6
Jan-20	1	0	0	1
Total	22	2	2	18

Monthly expressions of interest that resulted in interviews

Expressions that resulted in interviews





Implication and impact

- Social media was successful in recruiting young adults to the qualitative study.
- Success depends on close working with young adults who are influencers on social media, local and national kidney groups to promote interest in study participation.
- Needs good advertising strategies to maintain sustained interest in targeted group
- Takes more time to recruit participants compared to traditional recruitment strategies.
- Recruitment process has lows and highs and need persistence to get message to targeted audience.
- Can be frustrating due to time constraints.



Conclusion

- Social media is an alternative to traditional recruitment
- Work with social media influencers of your targeted population at the planning stage of study.
- Establish a systematic way for continuous advertisement of the study to maintain continuing interest and response to the study invitation
- Be ready to listen and to change advertising strategies or materials
- Recruitment requires time, determination, patience and continuous working with social media influencers within your targeted population.



Thank you for your time





References

1. Whitaker C, Stevelink S, Fear, N. The use of Facebook in recruiting participants for health research purposes: a systematic review. JMIR. 2017 Aug;19(8): e290
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4. Frandsen M, Throw M, Ferguson SG. The effectiveness of social media (Facebook) compared with more traditional advertising methods for recruiting eligible participants to health research studies: A randomised control. clinical trial. JMIR Research Protocols. 2016 May; 5(3): e161