Recruitment Strategies for Reaching Adults Aged 50 Years and Older with Low Socioeconomic Status for Participation in Online Physical Activity Interventions

Citation for published version (APA):

Document status and date:
Published: 25/03/2024

Please check the document version of this publication:
• A submitted manuscript is the version of the article upon submission and before peer-review. There can be important differences between the submitted version and the official published version of record. People interested in the research are advised to contact the author for the final version of the publication, or visit the DOI to the publisher’s website.
• The final author version and the galley proof are versions of the publication after peer review.
• The final published version features the final layout of the paper including the volume, issue and page numbers.

Link to publication

General rights
Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

• Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
• You may not further distribute the material or use it for any profit-making activity or commercial gain
• You may freely distribute the URL identifying the publication in the public portal.

If the publication is distributed under the terms of Article 25fa of the Dutch Copyright Act, indicated by the “Taverne” license above, please follow below link for the End User Agreement:
https://www.ou.nl/taverne-agreement

Take down policy
If you believe that this document breaches copyright please contact us at:
pure-support@ou.nl
providing details and we will investigate your claim.

Downloaded from https://research.ou.nl/ on date: 19 May. 2024
Recruitment Strategies for Reaching Adults Aged 50 Years and Older with Low Socioeconomic Status for Participation in Online Physical Activity Interventions

Eline H G M Collombon,1 Catherine A W Bolman,1 Gert-Jan de Bruijn,2 Denise A Peels,1 Lilian Lechner 1
1 Faculty of Psychology, Open Universiteit, Heerlen, NL
2 Department of Communication Studies, University of Antwerp, Antwerp, BE

Background
- Generally, the health condition of high socioeconomic status (SES) groups is better compared to low SES groups.
- The low SES group is often not reached with online health interventions.
- This group could benefit the most from such interventions.
- Reaching the low SES group is crucial to reduce health inequalities.

Aim of the study
- To provide insight into reach, sample characteristics and costs of three pre-planned strategies for recruiting low SES adults aged 50 years and older for participation in an online physical activity intervention.

Research Questions (RQ)
- RQ1: Which recruitment strategy is most beneficial with regard to costs?
- RQ2: Which recruitment strategy results in the highest and fastest response?
- RQ3: Which recruitment strategy is most suitable for reaching the low SES population?
- RQ4: Which recruitment strategy is most suitable for reaching populations with a specific gender, age or health status?

Methods

Study Design and Procedures

Recruitment costs (RQ1)
- Municipality: €2142.37 (€7.62 per participant)
- Social media: €96.81 (€1.36 per participant)
- Gyms: no costs

Outcomes and statistics
- Recruitment method and sociodemographics were assessed during registration.
- Chi-square tests and ANOVAs were performed to test for differences on sociodemographics between recruitment strategies (P<.05).

Results

Recruitment method and sociodemographics were assessed during registration.
- Chi-square tests and ANOVAs were performed to test for differences on sociodemographics between recruitment strategies (P<.05).

Conclusions
- Recruitment via personal invitation letters through a municipality has high potential for reaching low SES participants.
- The high recruitment costs need to be taken into account.
- Additionally, sending personal invitation letters is time-consuming.
- Revealed insights on recruitment can guide future eHealth-studies.

Table 1. Sociodemographic characteristics of recruited participants (RQ3 + RQ4)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Municipality</th>
<th>Gyms</th>
<th>Social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male, N (%)</td>
<td>142 (50.5)a</td>
<td>26 (57.4)a</td>
</tr>
<tr>
<td></td>
<td>Female, N (%)</td>
<td>139 (49.5)a</td>
<td>17 (42.6)c</td>
</tr>
<tr>
<td>Age in years, mean (SD)</td>
<td>64.0 (4.6)</td>
<td>61.7 (8.5)c</td>
<td>60.0 (7.0)d</td>
</tr>
<tr>
<td>Educational level</td>
<td>High, N (%)</td>
<td>159 (54.5)d</td>
<td>20 (43.8)</td>
</tr>
<tr>
<td>Chronic disease</td>
<td>Yes</td>
<td>155 (54.8)</td>
<td>20 (40.0)</td>
</tr>
<tr>
<td>Other, N (%)</td>
<td>0 (0.0)a</td>
<td>1 (2.2)a,b</td>
<td>0 (0.0)a</td>
</tr>
</tbody>
</table>

Values with * indicate significant values (P≤.05).

Figure 1. Overview participant recruitment per week per strategy (RQ2)

Figure 2. Decision tree for selecting appropriate recruitment strategy (RQ3 + RQ4)