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.
- 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

- **Strategy 1 - Municipality**:
  - Recruitment via Dutch trade association for sports organizations.
  - Selection of gyms in low SES regions invited to participate by NL Actief.
  - Gyms distributed online advertisement among network via social media, e-mail and newsletter.
- **Strategy 2 - Gyms**: Recruitment via NL Actief.
- **Strategy 3 - Social media**: Social media advertisements with additional targeting procedures on age, educational level and region to reach adults aged 50 years and older with low SES.

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≤0.05).

Results

Recruitment costs (RQ1)

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

Recruitment via personal invitation letters through a municipality has high potential for reaching low SES participants.

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.