Community Engagement and Recruitment Student

Project: Vitamin D Metabolism Study, Dept of Endocrinology, Medical College of WI (partnered with UW Madison’s Osteoporosis Clinical Research Program)

PI: Corinne Engelman, MSPH, PhD; UW site PI: Neil Binkley, MD; MCW site PI: Robert Blank, MD

Supervisor: Dr. Gerard Coly, Research Project Coordinator, Medical College of WI

Hours per week: varies, negotiable with school schedule; less than 8

Description/Responsibilities: Assist project coordinator, Dr. Coly, with research study recruitment efforts; duties include maintaining existing community relationships via frequent updates and other communications, providing on-site engagement with leaders of various senior and community centers, interacting with potential study patients to provide information and answer questions, conducting phone screens and preparing mass mailings, by post. Examples, of Milwaukee-based project partnerships include Washington Park, McGovern Park and Clinton Rose Senior Centers. The student will attend senior center (monthly or quarterly) events such as Stock Box days, where attendance is high, to distribute project resources. A new relationship with the Milwaukee office of the Wisconsin Alzheimer’s Institute has been established, and efforts to maintain and grow that partnership to explore mutually beneficial roles and activities is prioritized. Efforts to do so might include monthly calls to inquire about opportunities for partnership, such as project representation at health fairs or health and screening clinics across the community. All contacts provided by Dr. Coly upon training. Outreach and recruitment materials have recently been re-designed and tailored in an effort to appeal to diverse study populations in Milwaukee, postmenopausal women who are have African ancestry or self-identify as African American/black. Procedures for maintaining community connections including appropriate dialog have been established, and attention to detail relating to communication and outreach efforts in a culturally-respectful way is paramount. Students are encouraged to provide creative outreach efforts, should those ideas arise.

Student will:

- Speak with potential participants over the phone to gauge interest, conduct phone screening, and establish initial trusting relationship around which to explore project engagement
- Follow up with participants via phone to encourage continued engagement and clarify about what involvement entails and how to support
- Reach out and continue to maintain relationships with local community partners (senior centers, churches, WI African American Women’s Center, etc) to ensure project visibility and referrals
- Potentially conduct group screening efforts in the community with Dr. Coly
- Organize mass mailing efforts
Targeted student: Student who created this role was an MD-MPH candidate from UWSMPH working on a Capstone project for her MPH program. Any student from health, social and/or behavioral sciences programs should excel so long as the individual is committed to serving as a trusted resource to project staff as well as potential participants, and can demonstrate excellent written and verbal communication skills.