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Background

The **prevalence** of cannabis use has **increased** among adults 18-to-35-year-olds in the United States in the past 5 years according to the National Survey on Drug Use and Health.

Among the few cannabis cohort studies published, there is a **lack of sociodemographic diversity and published reports** on best practices to recruit diverse cannabis consumers to have more representative results to improve health outcomes.

The **purpose** of this study was to review recruitment methods employed to create South Florida's first NHLBI-funded cohort of young adult cannabis consumers and non-consumers.

Methods

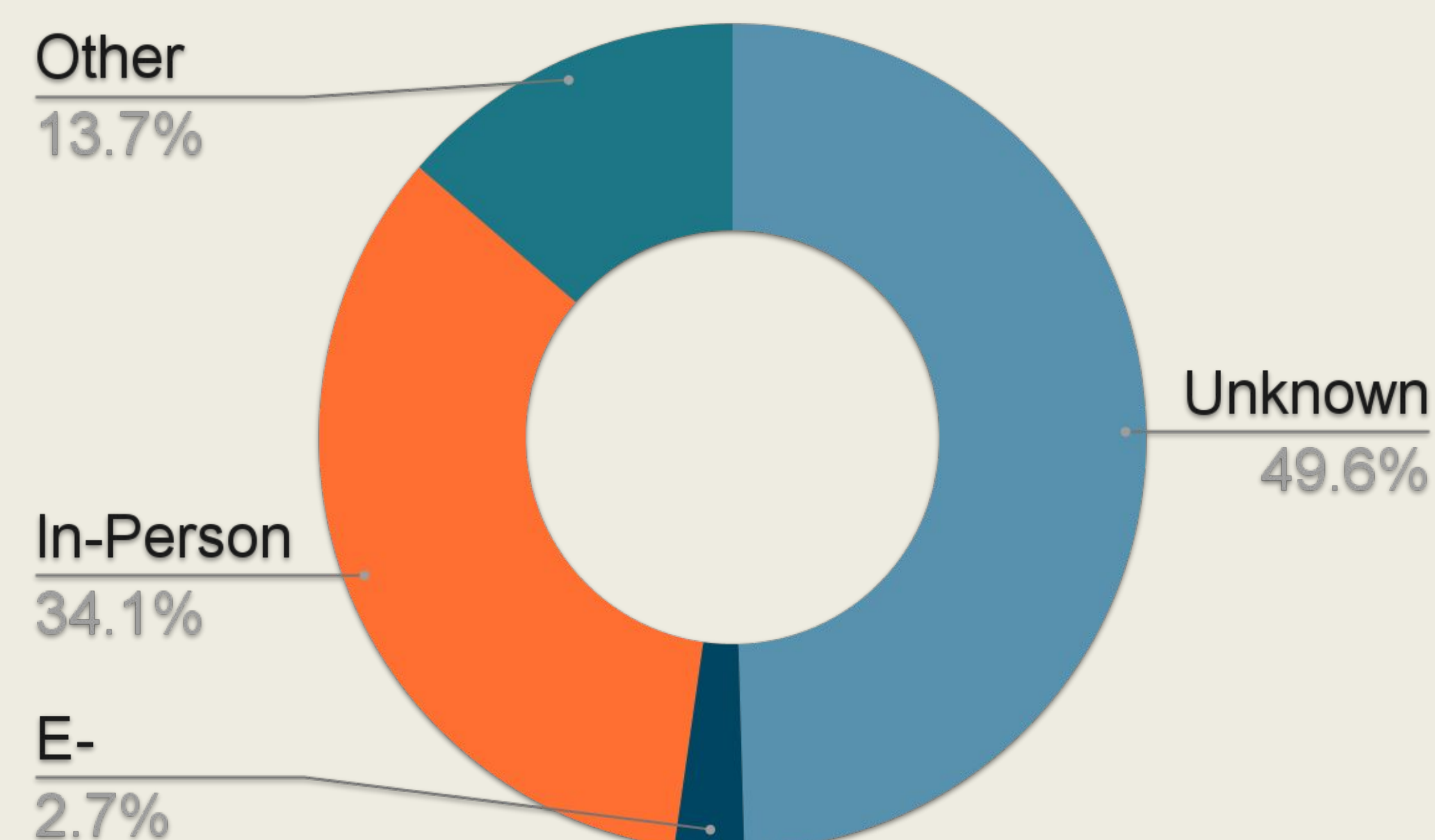
An analysis of **recruitment methods** and **metrics** was conducted by the recruitment team within the Herbal Heart Study to identify challenges to recruitment..

Pivots in recruitment methods and an analysis of strategies employed was conducted by the team using quantitative and qualitative weekly reporting metrics developed for the study.

References



Data



The 3 R's of Recruitment

1 Recruitment

Recruitment occurs through various methods such as events, ads, instagram, and E-Recruitment

2 Retention

Retention is important as the study consists of **two visits** separated by one year

3 Results

Results of both visits can be taken and compared to identify the heart health impacts of cannabis consumption

Results

Recruitment of all participants screened in the Herbal Study cohort was analyzed.

There were three key themes found when reviewing recruitment for cannabis consumers: 1) Majority of participants did not answer which method recruited them 2) there were challenges with the use of E-Recruitment as a viable tool; and 3) the most successful methods of recruitment were conducted in-person

Creative relationship building with community stakeholders was one of the most impactful pivots to mitigate challenges faced by the team.

Staff belonging to the age-range being recruited was another impactful pivot identified upon review of recruitment methods and metrics.

Conclusion

A multi-dimensional approach in recruitment methods proved to be **most successful** in recruiting the participants. In-person recruitment has the highest success rate

Almost half of the respondents did not answer the question. As a result, data may be biased in showing the true method of recruitment.

Future studies should consider the above when creating recruitment strategies for cohort studies of cannabis consumers.

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