

# Neighbourhood-oriented recruitment for the Sarphati Cohort

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## Best practices Zuidoost

Our focus in this area: parents with Caribbean roots (i.e. Surinam, Antilles) and parents with West African roots (i.e. Ghanaian, Nigerian).

Key persons: pastors, local media presenters, healthcare professionals of Caribbean or West African descent, local opinion leaders.

From the information/input we have gathered so far, the preferred means of communication seems to be: face-to-face communication, local radio & TV, social gatherings of women or informal meetings organized by local organisations. Social groups: groups linked to churches, parental groups linked to pregnancy clinics.

## Best practices Nieuw-West

Our focus in this area: parents with Turkish or Moroccan roots.

Key persons: local/national opinion leaders or health care professionals of Turkish or Moroccan descent.

Preferred communication & media: face-to-face, local radio, TV and papers and informal meetings organized by local organisations. Social groups: parental groups linked to mosques, spokesmen & -women of mosques.

## Best practices Oost

Our focus in this area: parents with Turkish or Moroccan roots.

Key persons: local/national opinion leaders or health care professionals of Turkish or Moroccan descent.

Preferred communication & media: Social groups: parental groups linked to mosques, spokesmen & -women of mosques.

## Challenges research recruitment

During the recruitment of participants for the Sarphati Cohort we encounter several challenges: from using different means of communication to recruiting parents of different social, economic and ethnic background. The latter has always been a challenge for many research projects in the city of Amsterdam.

The Sarphati Cohort mission has been "designed for the Amsterdammers and co-created with the Amsterdammers". That's why we are setting up networks and joining social groups in those neighbourhoods where the percentage of research participants is relatively low compared to other parts of Amsterdam. We want to engage those parents into our health-oriented research programmes for two reasons:

- 1) to create a research population that **really** represents the diversity of the international city of Amsterdam
- 2) to engage those groups that have a higher prevalence of health issues i.e. diabetes II and obesity.

Based on the mentioned criteria the Sarphati Cohort team decided to create an extra recruitment taskforce focusing on the areas: Zuidoost, Nieuw-West en Oost.

The "neighbourhood"-recruiters are joining forces with several key persons and social groups that can spread the word about the Sarphati Cohort. But these partners also have very useful information on the local based communication media and the specific ways of approaching parents in Zuidoost, Nieuw-West en Oost.

## Everything to build and ensure a healthier future for all the children in Amsterdam!



## Tailormade communication

The Sarphati Cohort started out with a standardized communication strategy to reach as many parents as possible. Although the responses were very positive and the overall recruitment went accordingly, we still needed to bring the communication to the next level: tailormade approach for different neighbourhoods.

It is very labour-intensive work, but we're convinced it will be an invaluable investment for research recruitment and building sustainable co-operation with groups that are usually under-represented in research.