

Introduction

- In Canada, 1.9 million South Asians comprise 5.6% of the country's total population and 25.1% of the visible minority population¹
- Menopause is considered a normal transition in a woman's life² and several studies have found significant ethnic differences in menopausal symptoms^{2, 3}
- Thus, when discussing menopause, it is important to also consider the experiences of South Asian immigrant women
- There is a great interest in improving the recruitment process of the South Asian population⁴, because this group is currently underrepresented in clinical research⁵
- By analyzing the recruitment process of a South Asian immigrant women study, we hope to identify effective recruitment strategies which can be used to recruit participants in ethnic minority communities in future studies.

Methods

- This study included all self-reported South-Asian women who were: (a) A Canadian citizen or permanent resident; (b) Between the age of 45-55; (c) Born outside of Canada; and (d) Living in Canada for no more than 20 years.
- From July to September 2019, a research assistant of South Asian descent conducted the participant recruitment.
- Two recruitment strategies were used: self-referral through the technology-based approach and proactive recruitment through the traditional method, as indicated in Table 1.
- The traditional method used word of mouth and personal social networks, whereas the technology-based approach advertised the study to Facebook friends and relevant Facebook groups (i.e. Muslim Moms of the GTA/Ontario).

Results

Table 1: Recruitment Strategies

Strategy	Screened	Recruited
Technology-based Method	77	26
Traditional Method	116	17
Total	193	43

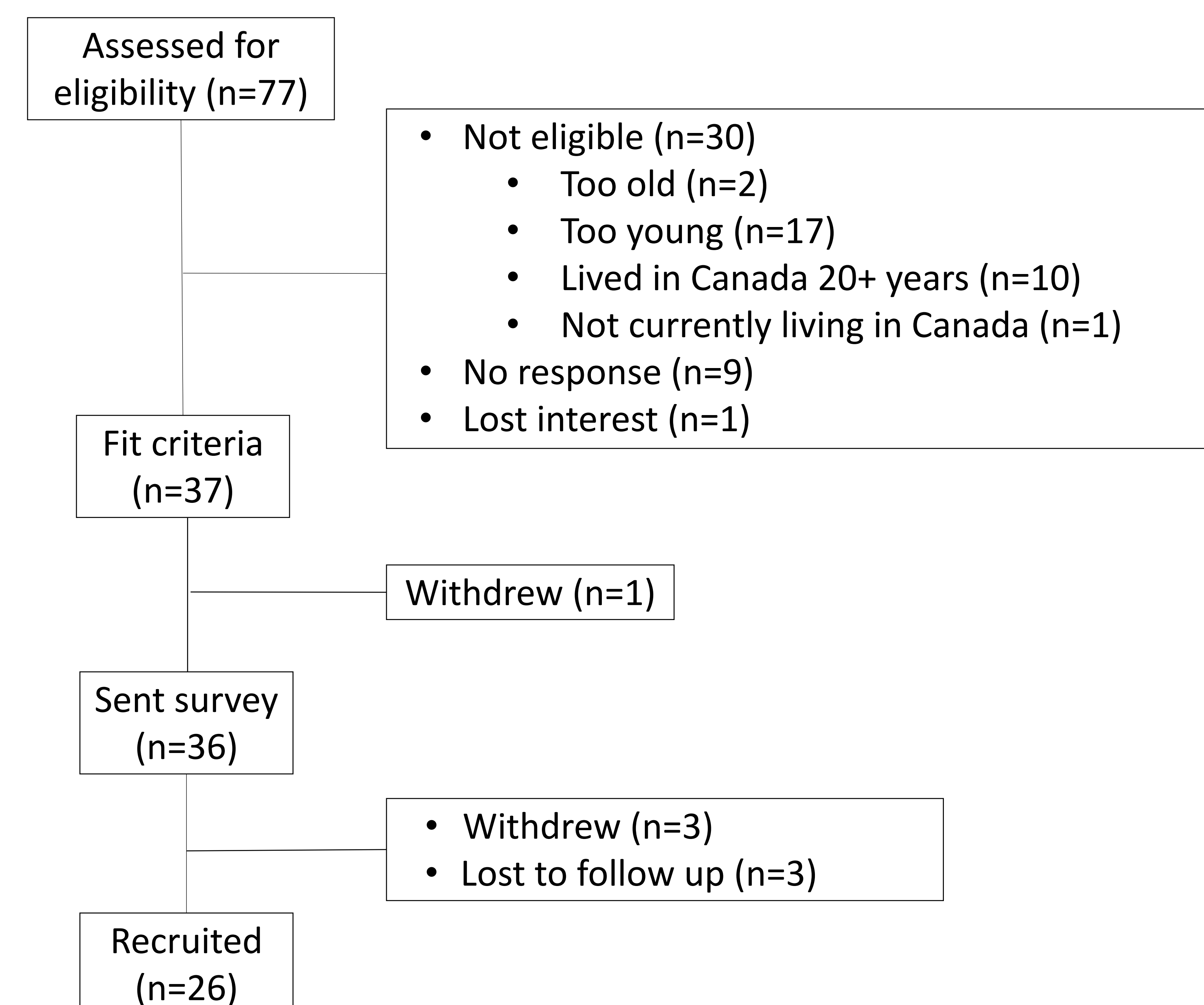


Figure 1: Recruitment process for the technology-based method

Discussion

- The recruitment findings suggest there is a difference ($p < 0.001$) in the number of participants recruited from the technology-based approach and the traditional approach.
- The most common reason for ineligibility in the technology-based group is that participants did not meet the minimum age requirement ($n = 17$, 57%). This finding suggests that women younger than 45 years old are using Facebook more frequently than women older than 55 years old. This may be used to the recruiters advantage when studying populations younger than 45 years old.

References

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