Recruiting Study Participants in Appalachia - Why Community Contacts and Gatekeepers are Essential

This presentation will focus on how cooperation with local gatekeepers and opinion leaders is critical for recruitment in many tight knit Appalachian communities. Strategies employed - and lessons learned - from community-based studies conducted on topics ranging from vaccination promotion, smokeless tobacco prevention, and opioid disposal among Appalachian and rural Kentucky communities will be discussed.

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<td>Thursday, January 24, 2019</td>
<td>12:00-1:00 p.m. (Pizza served at 11:50 a.m.)</td>
<td>MN 463</td>
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Presented by:
Donald W. Helme, PhD
Associate Professor, Gifford Blyton Endowed Professor of Communication & Persuasion
College of Communication and Information
University of Kentucky

REGISTRATION REQUIRED
To reserve your place, please email the CCTS at CCTS@UKY.EDU by Tuesday, January 22, 2019.
If you require special physical arrangements to attend this program, please call 323-8545.

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