

# 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.*

**DATE**  
Thursday,  
January 24, 2019

**TIME**  
12:00-1:00 p.m.  
(Pizza served at  
11:50 a.m.)

**LOCATION**  
MN 463

**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](mailto: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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