

RACIAL & ETHNIC VARIATION IN BITTER TASTE PERCEPTION: IMPORTANCE OF RECRUITMENT STRATEGIES AND CHALLENGES

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"Research results often exclude the very populations the study could most benefit."

EVALUATED RECRUITMENT METHODS

- Paper flyers
- Paid advertisements
- Internet-based & social media outreach
- Professional networking
- Personal networking

Why consider using more than one recruitment method?

It can address the miscommunication and misconceptions researchers may encounter when engaging with diverse groups.

RECRUITMENT VARIATION AMONG ANCESTRIES Exploring Success Rate Disparities

The findings suggest the **necessity of tailored recruitment methods** to effectively **engage** all ancestral groups and **enhance** their participation in research endeavors.

Understanding the impact of multiple strategies can aid in future research design to **improve recruitment in minority ethnic populations.**

RECRUITMENT GOALS



Asian and European ancestry participation met within the **1st year** with flyers & online advertisements



African ancestry participant was not achieved until **2nd year** through **professional & personal networking**

Tips on Being Mindful of Study Recruitment and Inclusivity

- 1 Incorporate recruitment plans from the early stages of the study, such as in the proposal or Institutional Review Board (IRB) stage.
- 2 Ensure diverse representation by collaborating with researchers at other institutions if your area has limited diversity.
- 3 Collaborate within your institution, especially with social and behavioral science researchers who excel in recruitment and community engagement.
- 4 Prioritize transparency about study goals and strategies to enhance trust among the communities you are working with.
- 5 Effectively translate your study aims to the community to facilitate understanding and engagement.

ABOUT THE AUTHOR

Patrice Hubert PhD, RN is a Postdoctoral Researcher at the Monell Chemical Senses Center. Dr. Hubert is dedicated to enhancing the representation of ethnic in human sensory research to order to have a sample minorities that encapsulate the diversity of our population. Furthermore, Dr. Hubert is also passionate about investigating taste perception and their dietary behaviors as a potential risk factor for chronic diseases prevalent among the African diaspora.

