

Engaging the Community When the Protocol Is Set: The National Children's Study in Valencia County

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PURPOSE

To describe community engagement strategies for a national, epidemiological study

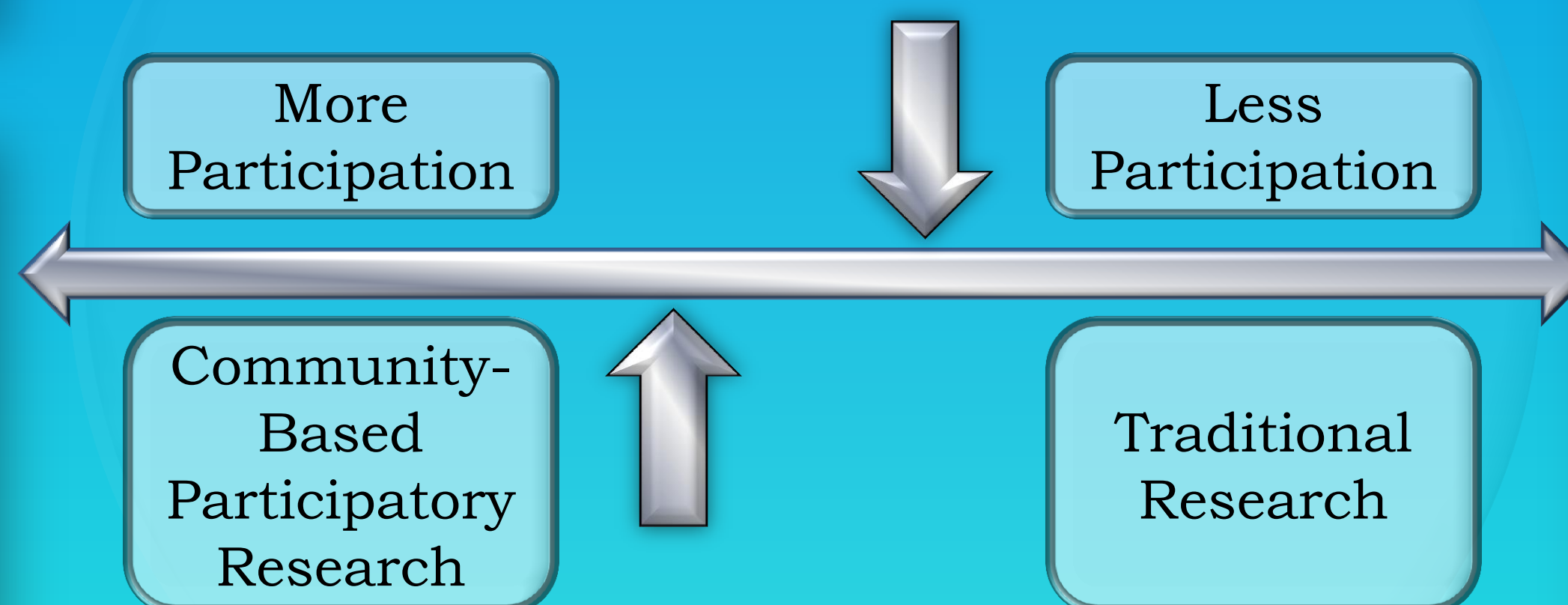
BACKGROUND

- Largest long-term study of children's health ever done in U.S.
- Effects of genetics and environment
- 100,000 children nationwide; 1,100 from Valencia County, NM
- Follow from pregnancy to age 21
- Observational study; no treatments or medicines
- Door-to-door household recruiting
- Women who are pregnant or will become pregnant

Community Engagement Continuum

NCS Study Design

- Core Protocol
- National Sample
- Need for Generalization

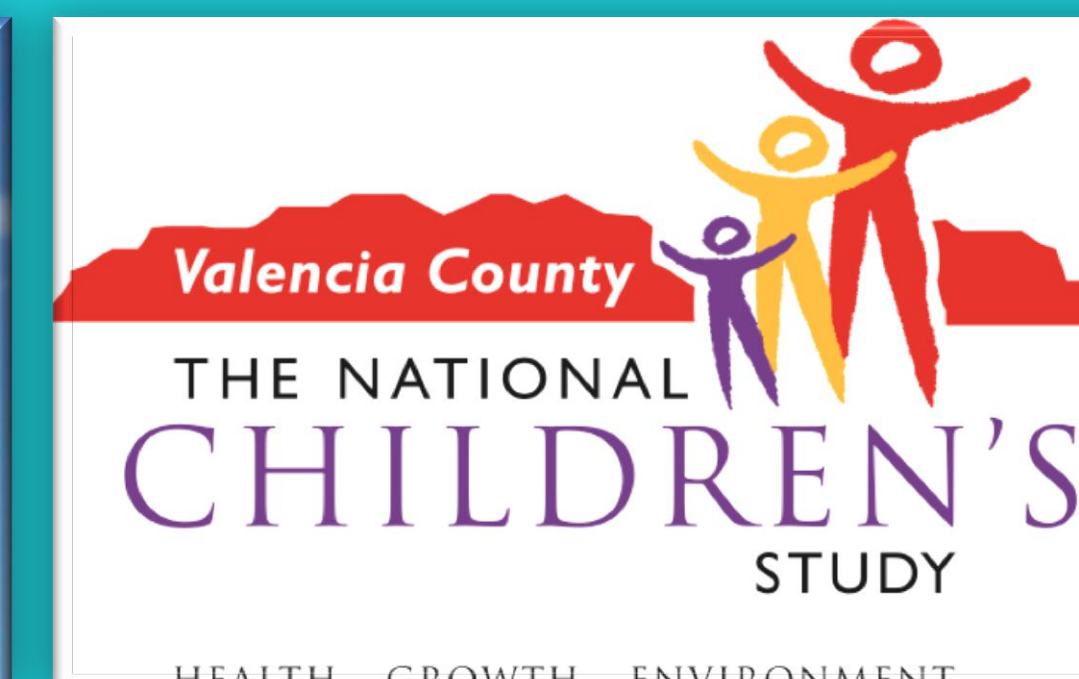


NCS Study Process

- High value on and provide for community involvement
- Resources for community assessment and engagement

ENGAGEMENT STRATEGIES

- Meetings with key leaders and groups
- Billboard campaign "Join Us"
- Community Advisory Council
- Hired Community Liaison
- Television, radio, written media spots
- Annual science fair award
- Presentations to chambers of commerce, city councils, child care providers, churches
- Mailings in water bill
- Banners at schools and day cares
- Booths at community events
- Local newsletters
- Signs in businesses



Adapted from Cronk & VanderBeek, 2008