

# Does personalising a study invitation letter by including a potential participants' name and address improve study recruitment?

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<b>Registration date</b> 25/11/2019	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
<b>Last Edited</b> 11/11/2022	<b>Condition category</b> Other	<input type="checkbox"/> Individual participant data

## Plain English summary of protocol

### Background and study aims

Recruiting participants into trials can be challenging and many trials fail to recruit in time and to the target sample size. Recruiting into mental health trials can be particularly difficult.

Recruitment difficulties may result in a waste of public funding, reduce statistical power and validity and impact negatively on patient health. Despite this, little is known about how to design efficient recruitment strategies and the identification of evidence-based recruitment strategies is therefore needed. A potential solution is to combine results from similar well-designed and well-reported recruitment studies with a trial (SWATs) embedded in different trials.

Research indicates that addressing people by name may increase the likelihood of the person responding, which has been shown for different populations and in different settings, for example breast cancer survivors invited to partake in a behaviour change intervention, persons encouraged to pay a delinquent fine via text message, and members of the public invited to complete postal questionnaires. However, few of these studies have used a randomised controlled design (RCT) in the area of clinical healthcare research. In addition, the latest review of strategies to improve recruitment into RCTs did not identify any interventions evaluating the personalisation of study invitation letters.

This SWAT will evaluate the effectiveness of a personalised study invitation letter including the potential participant's name and address, compared with a standard, non-personalised study invitation letter (without name and address), on participant recruitment rates into the ENGAGE study, a feasibility study of an internet-administered, guided, CBT-based, self-help intervention (ENGAGE) for parents of children previously treated for cancer.

### Who can participate?

Parents of children diagnosed with cancer when aged 0-18 years, who have completed cancer treatment three months to five years previously, residing in Sweden

### What does the study involve?

Two approaches will be used for recruitment into host study ENGAGE: (1) postal study invitations packs and; (2) advertisements placed on websites and social media (e.g., Facebook,

Twitter, and Instagram). Target sample size is 50 participants. The embedded SWAT will be implemented only for postal invitations and all parents invited via postal invitation will be included.

Participants will be randomly allocated to receive one of the following interventions:

Intervention (1): Standard ENGAGE study invitation letter not including their name and address (control group)

Intervention (2) A personalised study invitation letter including their name and address (intervention group). The wording of the personalised invitation letter has been designed in consultation with the ENGAGE Parent Research Partners group, consisting of parents with lived experience of being a parent of a child treated for cancer.

What are the possible benefits and risks of participating?

Potential participants will not be aware they are part of an embedded trial evaluating a recruitment strategy and receiving a personalised or non-personalised letter. The researchers do not anticipate any risks associated with being part of this trial.

Where is the study run from?

Clinical Psychology in Healthcare, Department of Women's and Children's Health, Uppsala University (Sweden)

When is the study starting and how long is it expected to run for?

February 2020 to December 2020

Who is funding the study?

1. Vetenskapsrådet (Sweden)
2. Barncancerfonden (Sweden)
3. Cancerfonden (Sweden)

Who is the main contact?

1. Prof. Louise von Essen (scientific)  
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## Contact information

### Type(s)

Scientific

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## Additional identifiers

**Clinical Trials Information System (CTIS)**  
Nil known

**Protocol serial number**  
Version 1

## Study information

**Scientific Title**  
Study within a trial (SWAT) protocol. Investigating the effect of personalised versus non-personalised study invitations on recruitment: an embedded randomized controlled recruitment trial

**Acronym**  
ENGAGE: SWAT

**Study objectives**  
This SWAT aims to evaluate the effectiveness of a personalised study invitation letter including the participant's name and address compared with a standard, non-personalised study invitation letter on participant recruitment rates into the ENGAGE study (ISRCTN57233429). The researchers will examine a two-tailed hypothesis that sending the personalised study invitation letters to potential participants could cause benefit or loss to recruitment for the host trial.

**Ethics approval required**  
Old ethics approval format

**Ethics approval(s)**

Approved 07/08/2019, Swedish Ethical Review Authority (Etikprövningsmyndigheten, Box 2110, SE-750 02 Uppsala, Sweden; Tel:+46 (0)10475 08 00; Email: [registrator@etikprovning.se](mailto:registrator@etikprovning.se)), ref: 2019-03083

## **Study design**

Randomised controlled embedded trial design

## **Primary study design**

Interventional

## **Study type(s)**

Other

## **Health condition(s) or problem(s) studied**

Recruitment to trials

## **Interventions**

Children's personal identification numbers will be obtained from the Swedish Childhood Cancer Registry (National Quality Registry) and linked to parents' names and addresses via NAVET, a population registry held by the Swedish Tax Agency. Invitation packages, including invitation letters and information about the study will be sent to parents via post. Parents will be invited to participate randomly by the research team, using blocks of 100 until the target number of 50 has been reached. Invitations will not be sent to parents of deceased children.

Participants will be randomised to receive one of the following interventions:

Intervention (1): Standard ENGAGE study invitation letter not including their name and address (control group)

Intervention (2): A personalised study invitation letter, including their name and address (intervention group)

The wording of the personalised invitation letter has been designed in consultation with the ENGAGE Parent Research Partners group, consisting of parents with lived experience of being a parent of a child treated for cancer.

## **Intervention Type**

Other

## **Primary outcome(s)**

The effectiveness of the personalised invitation letter compared with the standard invitation letter, defined as the recruitment rate, being the proportion of participants in each intervention group that are enrolled into the ENGAGE study.

## **Key secondary outcome(s)**

The proportion of parents in each group:

1. Expressing an interest in participating in the ENGAGE study
2. Opting out of the ENGAGE study
3. Completing the reasons for non-participation questionnaire
4. Completing the eligibility interview
5. Completing the baseline assessment

6. Retained at (1) 12 weeks and (2) 6 months follow-up

7. Requiring a telephone reminder at (1) recruitment; (2) post-treatment (12 weeks); and (3) 6-months follow-up

**Completion date**

02/03/2021

## Eligibility

**Key inclusion criteria**

Parents of children diagnosed with cancer when aged 0-18 years, who have completed cancer treatment three months to five years previously, residing in Sweden

**Participant type(s)**

Mixed

**Healthy volunteers allowed**

No

**Age group**

Adult

**Lower age limit**

18 years

**Sex**

All

**Total final enrolment**

56

**Key exclusion criteria**

Does not meet inclusion criteria

**Date of first enrolment**

02/03/2020

**Date of final enrolment**

02/09/2020

## Locations

**Countries of recruitment**

Sweden

**Study participating centre**

Uppsala University

Clinical Psychology in Healthcare

Department of Women's and Children's Health  
MTC-building  
Akademiska sjukhuset Uppsala  
Uppsala  
Sweden  
SE-75185

## Sponsor information

### Organisation

Uppsala University

### ROR

<https://ror.org/048a87296>

## Funder(s)

### Funder type

Charity

### Funder Name

Vetenskapsrådet

### Alternative Name(s)

Swedish Research Council, VR

### Funding Body Type

Government organisation

### Funding Body Subtype

National government

### Location

Sweden

### Funder Name

Cancerfonden

### Alternative Name(s)

Swedish Cancer Society

### Funding Body Type

Private sector organisation

### **Funding Body Subtype**

Trusts, charities, foundations (both public and private)

### **Location**

Sweden

### **Funder Name**

Barncancerfonden

### **Alternative Name(s)**

Swedish Childhood Cancer Foundation

### **Funding Body Type**

Private sector organisation

### **Funding Body Subtype**

Trusts, charities, foundations (both public and private)

### **Location**

Sweden

## **Results and Publications**

### **Individual participant data (IPD) sharing plan**

The datasets generated during and/or analysed during the current study will be stored in a non-publicly available repository. Repository name: Promoting the use of SWATs (PROMETHEUS) Programme. PROMETHEUS is a major national programme of research funded by the Medical Research Council (MRC) to facilitate the routine embedding of a methodology research study within a planned or ongoing trial.

Link: <https://www.york.ac.uk/healthsciences/research/trials/research/swats/prometheus/>. After trial end date, a copy of the anonymised aggregate recruitment data will be shared with the PROMETHEUS team to allow a meta-analysis with data from similar host studies participating in the PROMETHEUS programme. Identifiers will be removed, and data will be randomly sorted to ensure that it would not be possible to re-identify participants in the dataset, in line with General Data Protection Regulation (GDPR) requirements. Potential participants included in the embedded recruitment trial will be blind to the study hypothesis and unaware they are part of an embedded trial. As such, consent to participate in the host trial will be obtained from participants, however, not for this embedded trial. Swedish Ethical Review Authority has granted approval for the embedded recruitment trial, 07/08/2019. ref: 2019-03083.

### **IPD sharing plan summary**

Stored in repository

### **Study outputs**

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
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<a href="#">Results article</a>		06/03/2022	08/03/2022	Yes	No
<a href="#">Protocol article</a>	protocol	24/04/2020	19/05/2020	Yes	No