

powered by



GERMAN
CANCER RESEARCH CENTER
IN THE HELMHOLTZ ASSOCIATION

Contribution ID: 397

Type: 1 - Scientific Poster

Maximizing reach of community-based exercise programming for breast cancer survivors: Recruitment strategies, yield, challenges, and adaptations in a Hybrid Type I Effectiveness-Implementation study

Community-based approaches offer a scalable model to deliver exercise programming to cancer survivors; however, public health impact depends on reaching a large, representative population. Hybrid effectiveness-implementation (HEI) trials provide an opportunity to assess reach during program evaluation, as effectiveness-focused eligibility criteria and recruitment may constrain reach. This study examined recruitment reach, challenges, and adaptations during a Type I HEI study for breast cancer survivors (BCS).

The trial aims to recruit 160 BCS randomized to community-based exercise (n=80) or health education (n=80). Recruitment included active strategies (e.g., mailed letters, portal messages, clinician referrals to BCS identified via electronic medical records [EMR]) and passive strategies (e.g., social media, community flyers). Reach was operationalized as recruitment yield and sample representativeness. Recruitment source, challenges, and adaptations were documented.

To date, 1435 BCS were exposed to recruitment, 246 (17%) completed and 127 (9%) passed pre-screening, 95 (7%) completed full screening, and 56 were accrued (4% recruitment yield). Of note, 713 (50%) BCS were ineligible mainly due to being regularly active or outside required time since treatment. Further, 380 (26%) declined participation due to lack of interest or time. The sample is representative of the local BCS population based on ethnicity (78% non-Hispanic White versus 78% locally; 10% Hispanic versus 13% locally). Active and passive strategies accounted for 88% and 12% of accruals, respectively. Respondents to active versus passive strategies were 64.0±8.6 years-old, 76% non-Hispanic White and 63.5±6.0 years-old, 83% non-Hispanic White. Recruitment challenges included effectiveness-focused eligibility criteria, time-consuming telephone protocol, and fragmented cancer care locally. Adaptations included adding portal messages, revising contact protocol and eligibility criteria, and expanding community outreach.

Findings suggest active, EMR-supported recruitment strategies were essential for accrual, while maintaining representativeness. Modest yield, high ineligibility rates, and frequently declined participation highlight the tension between effectiveness-focused trial criteria and pragmatic recruitment for future implementation.

Keywords

Community-based exercise, Hybrid effectiveness-implementation, reach, cancer survivors

Conflict of Interest & Ethical Approval

yes

Abstract submitters declaration

yes

Author: EHLERS, Diane (Mayo Clinic - Arizona)

Co-authors: Dr AUSTIN, Jessica (University of Oklahoma Health Sciences); Mr BUTTERFIELD, Richard (Mayo Clinic - Arizona); Ms COLE, Melissa (Mayo Clinic - Arizona); Ms MOORE, Kaitlin (Mayo Clinic - Arizona); Ms FILLER, Casey (Mayo Clinic - Arizona); Dr ERNST, Brenda (Mayo Clinic - Arizona); Dr FANNING, Jason (Wake Forest University); Dr ESTABROOKS, Paul (University of Utah)

Presenter: EHLERS, Diane (Mayo Clinic - Arizona)

Session Classification: Poster Session