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### Background/methods

Health inequity exists in part due to poor diversity in participation in research, this is especially so in mental health trials. In response researchers are turning to online recruitment methods (e.g. social media) to help widen participation and enhance diversity in clinical trials. However, we don't know if this helps.


RE-MIND assessed whether an online, offline (in person) or mixed (online/offline) recruitment strategy was better at improving inclusivity in participation. We employed a mixed methods approach including a scoping review and qualitative interview/focus group study. To guide researchers on their options for inclusive recruitment strategies, we developed a list of 10 recommendations with review by the Study Advisory Group across four key areas, (1) Complexity of mental illness, (2) Inclusivity - provision and accessibility, (3) Data management and safeguarding and (4) Staff training and support.



### Discussion

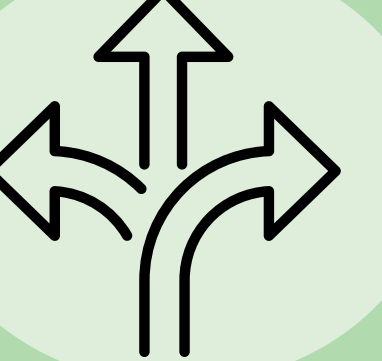
We propose these recommendations be used as a starting point for discussions at the point of grant writing. The considerations are designed to be adaptable based on the target population and resources available. Our findings suggest a flexible and multifaceted approach to recruitment in mental health trials using a mixed methods strategy may improve inclusivity, widen participation, and be more efficient, reducing research waste in mental health research.


## 10 RECOMMENDATIONS

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**01.** Partnership working

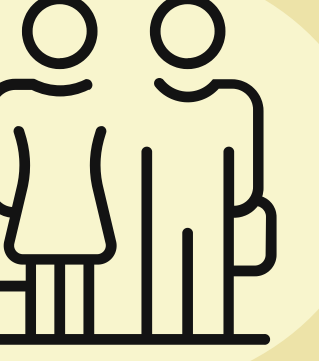
Work in partnership with relevant PPI that share characteristics with your target population group
- Build flexibility in the protocol, so participants with fluctuating symptoms can remain engaged in a safe and supported way




**02.** Recruitment choice
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**03.** Relationships and trust


Be mindful of both advantages and drawbacks of an online strategy. Consider greater sensitivities and confidentiality in mental health care to build trust
- Avoid stereotypes, particularly related to age, when thinking about online methods

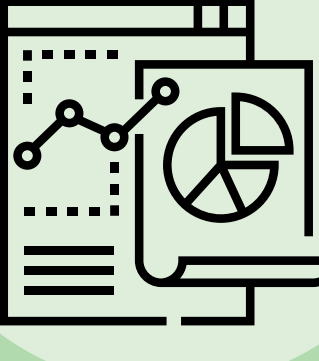


**04.** Avoid stereotypes
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**05.** Patient characteristics


Identify the main characteristic(s) most important to engage with your trial, and consider how other characteristics may impact on selection of a recruitment strategy
- Use social media. Can you access and/or engage these groups to help with recruitment?




**06.** Social media
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**07.** Data management


Invest adequate time and resources in ensuring your data management systems are secure and safe for participants
- Invest time to ensure security and safety methods are communicated clearly. Your PPI group could support this



**08.** Safety and security
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**09.** Learn from experience

Learn from previous trials aimed at the populations you are intending to recruit
- Ensure research teams are trained on systems and software, and have adequate organisational support e.g. IT, marketing, R&D



**10.** Knowledge and training



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