

Understanding Recruitment Pathways and Participation Decisions in Dementia Research in Latin America: Lessons from Peru and Bolivia



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BACKGROUND

- **Recruiting diverse and representative participants remains a major challenge** in dementia research, particularly in low- and middle-income countries (LMICs).
- **Understanding how individuals learn about research opportunities, what motivates participation, and why some decline** is essential for developing effective and inclusive recruitment strategies. **This study examines recruitment pathways, motivations, and non-participation reasons in a multicentre dementia research project in Peru and Bolivia.**

METHODS

- **This cross-sectional sub-study** is embedded within other ongoing dementia research projects conducted across multiple cities in Peru and Bolivia.
- **Data were collected between August 2024 and December 2025** using an adapted version of the Cognitive Aging Lab Marketing Questionnaire.
- The questionnaire captured information on **sources of study awareness, motivations for participation and reasons for non-participation.**

RESULTS

Between August 2024 and December 2025, **668 individuals expressed interest** in the study, with **physician referral being the most common source of awareness**, accounting for nearly half of all contacts.

Table 1. Sources of study awareness among individuals who expressed interest, by site

	PE Lima	PE Arequipa	PE Iquitos	PE Chiclayo	PE Puno	BO La Paz	TOTAL
Physician referral	187		38	36	2	39	302
Community outreach	5	159			1	6	171
Word of mouth	101		3	3	19	2	128
Social Media	36				1		37
Printed flyers	24				6		30
TOTAL	353	159	41	39	29	47	668

BO: Bolivia, PE: Peru

Figure 1. Geographic distribution of participating sites in the dementia research project across Peru and Bolivia



Of these, **308 (46%) provided informed consent**. Participation was **primarily motivated by participants' trust in the physician** who referred them to the study, perceiving the referral as a valuable opportunity.

Table 2. Motivations for participation among enrolled

	# participants
Trust in treating physician	109
Interest in memory evaluation	94
Interest in learning more about the diagnosis	49
Interest because of memory loss	36
Contribution to science	13
Interest because of family history	7
TOTAL	308

Among those who did not enrol, the most common reasons were not meeting the inclusion criteria, lack of time, and loss of contact.

CONCLUSIONS

These findings highlight the central role of trusted healthcare professionals in dementia research recruitment in LA. **Incorporating participants' motivations and reasons for non-participation into recruitment planning may improve enrolment efficiency and inclusivity.**

CONTACT INFORMATION



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