

Developing Best Practices and Resources for Outreach and Recruitment of Older Asian Americans and Canadians: The Asian Cohort for Alzheimer's Disease (ACAD) Study

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Background

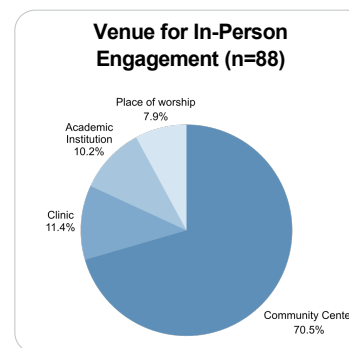
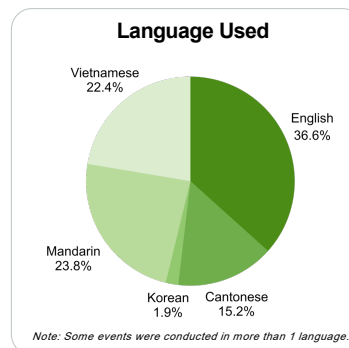
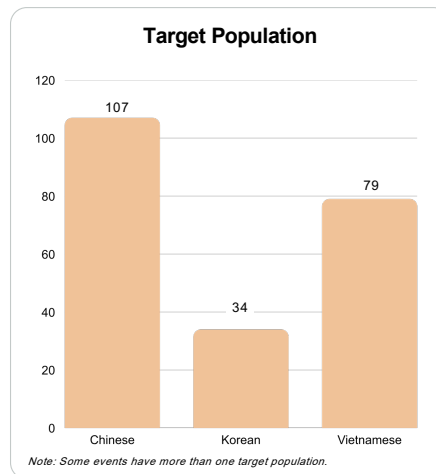
- Recruitment and retention of participants in Alzheimer's disease (AD) studies is evolving with the changing demographics in the United States (US) and Canada.
- The Asian Cohort for Alzheimer's Disease (ACAD) is the first large AD cohort for Asian Americans and Asian Canadians (ASACs) with a focus on recruiting Chinese, Korean and Vietnamese participants.¹

ACAD Outreach & Education (Core B)

- ACAD Core B goals:
 - Monitor recruitment/retention activities for 10 recruiting sites in the US and Canada
 - Development and translation² of study documents recruitment materials
 - Work with Community Advisory Board to elicit feedback on ASAC participant referrals, study processes, study materials and address community partner needs
 - Develop best practices for community outreach in Asian and immigrant populations
 - Curation and development of training materials and curricula for a multi-modal training curriculum tailored to older ASAC adults and families
- Guided by Community-Based Participatory Research (CBPR) principles: a collaborative approach to research that equitably involves all partners in the research process and recognizes the unique strengths that each bring.³

ACAD Outreach Activities

- Total of 164 events/activities conducted between October 2020 and May 2026, with an estimated reach of ~12,000 individuals.
- Medium of outreach: 32.3% (n=53) conducted online (e.g., Zoom)



Outreach & Recruitment/Retention Materials

- Outreach, recruitment, and retention materials were developed in five languages (English, Simplified Chinese, Traditional Chinese, Korean, and Vietnamese) for use across ACAD sites, including:
 - Outreach flyers
 - Introductory slide deck
 - Holiday e-cards
 - Annual brief report
 - Blood and saliva collection infographics
 - Promotional videos
 - Social media content
 - Radio advertisements
 - Directory of ASAC-serving organizations



Conclusion & Next Steps

- ACAD's multi-faceted approach to outreach and recruitment aims to optimize ASAC community engagement in AD studies, who has been historically excluded in many AD studies.
- Education and outreach/recruitment goes hand in hand.
- AI-assisted translations help improve efficiency, but challenges persist regarding linguistic consistency, cultural nuances, and dialect variations. Core B collaborates with Clinical and Training and Quality Assurance Cores to ensure culturally appropriate translations and standardized study implementation Consultation with CAB.
- ACAD Core B will continue efforts to provide best practices for research with East Asian communities.

Acknowledgments

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