



"Be One Of 200" Outcomes Of The Recruitment Campaign To Enhance African American Participation In WRAP

P2-13

Wisconsin Alzheimer's Institute
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Introduction

- The Wisconsin Alzheimer's Institute (WAI) is home to the Wisconsin Registry for Alzheimer's Prevention (WRAP) study, one of the world's largest and longest running studies of individuals at risk for Alzheimer's disease. WRAP aimed to enroll 200 additional African American participants between 2023-2028.
- The WAI Regional Milwaukee Office launched the "Be One of 200" campaign in July 2024.
- "Be One of 200" was designed to elevate visibility, representation, and engagement in Alzheimer's research.
- The campaign sought to address long-standing gaps of engaging diverse communities in health-related research studies and the impact on African American enrollment in WRAP.

Methods

- Developed with input from community advisory board members, this initiative was grounded in relationship-building, visibility, and equitable representation.
- Targeted campaign messaging highlighted Alzheimer's disease as a critical public health crisis, emphasizing both the disproportionately higher risks for African Americans and their underrepresentation in current research.
- A dedicated Milwaukee site recruitment webpage was developed.
- 381 television commercials aired on popular local channels in Milwaukee and Racine counties between July and September 2024.
- 3 live television interviews highlighted the need for African American participation in Alzheimer's research.
- Recruitment letters to Milwaukee-area Survey of the Health of Wisconsin 'SHOW' study participants.
- Designed "Be One of 200" (for staff) and "I Am One of 200" (for participants) apparel to build brand identity.
- Campaign reach and enrollment data were analyzed using media reports and the WRAP participant tracking system.

Results

- A total of **115 participants** were recruited between March 2023 and December 2025.
- Recruitment hit its highest point in Year 2 during the rollout of the 'Be One of 200' campaign, accounting for over 50% of the total enrollment.
- Word-of-Mouth (40 enrolled): Most consistent; saw significant growth in Year 3
- TV Commercial (23 enrolled): High impact in Year 2; minimal tail-off in Year 3
- 'SHOW' Study Letters (19 enrolled): Effective direct-to-participant strategy across Year 2 and 3.
- Participant Diversity: Approximately 26% of active WRAP participants are now from diverse backgrounds.

Figure 1: Percentage of African American Participants Enrolled in WRAP Based on Recruitment Strategy in Milwaukee, WI

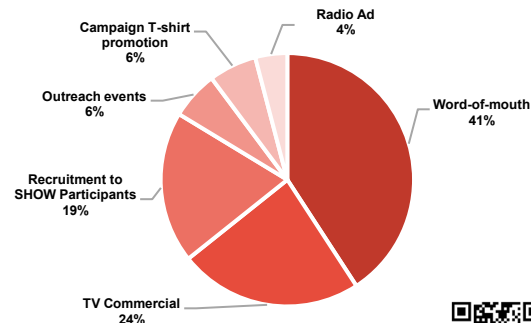


Figure 2: "Be One of 200" and "I Am One of 200" Campaign Apparel



Figure 3: TV Commercial



Table 1: Enrollment of African American Participants in WRAP during Years 1-3 of the Five-Year Recruitment Goal in Milwaukee, WI

WRAP Site	"Be One of 200" Recruitment Methods	Total Recruitment	Year 1 (3/1/23 - 2/28/24)	Year 2 (3/1/24 - 2/28/25)	Year 3 (3/1/25 - 2/28/26)
Milwaukee (Total)*		115*	10*	59	46
Milwaukee	Radio	4	-	2	2
	TV Commercial	23	-	22	1
	Word-of-mouth	40	-	15	25
	Outreach events	6	-	3	3
	Recruitment letter to 'SHOW' study participants	19	-	10	9
	Campaign T-shirt Promotion at large annual community event	6	-	-	6

* Total includes N=10 participants that enrolled from methods outside of "Be One of 200"

Conclusions

- The "Be One of 200" campaign strengthened community awareness, engagement, and participation in WRAP through culturally responsive messaging, apparel, and media partnerships.
- Personal recommendations (**Word-of-mouth**) and **TV advertising** were the primary drivers of success, contributing to over 50% of the total Milwaukee recruitment.
- Recruitment by word-of-mouth referrals drove the highest enrollment, highlighting the power of community, experience, and voice.
- The campaign's early success demonstrates the value of multifaceted, community-centered recruitment approaches in increasing African American participation in Alzheimer's research and offers a scalable model for similar efforts nationally.