

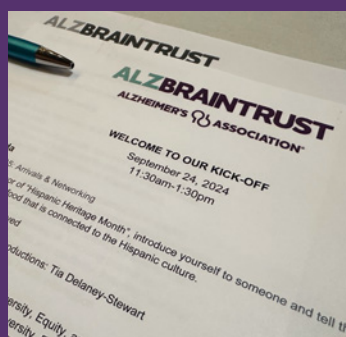
Practice-Based Recommendations:

THE ALZBRAINTRUST

ALZHEIMER'S ASSOCIATION

NATIONAL STRATEGY

The following provides **10 targeted, actionable recommendations** to **strengthen community engagement** for facilitating diverse research recruitment. These build directly on what the hubs have found effective while addressing gaps and barriers surfaced through experience.



1



Embed recruitment within existing programs and build direct research opportunities into all engagement activities.

Ensure every outreach event includes a clear, actionable step for research participation. This can include on-site sign-up forms, QR codes linking to studies, or staff available to screen for eligibility. Standardize a requirement that all education and outreach efforts include a defined recruitment pathway to reduce drop-off between interest and enrollment. Integrate these opportunities into ongoing activities, such as caregiver programs, faith-based gatherings and community organization services. Expand referral pathways by working more closely with healthcare providers and clinics, and create simple workflows for partners to refer individuals directly into research opportunities.

2



Formalize a community ambassador model.

Identify and train trusted community members (e.g., faith leaders, caregivers, community health workers) to serve as ongoing referral partners. Provide them with simple talking points, recruitment materials and feedback loops so that they can consistently connect individuals to research opportunities. Consider stipends or recognition structures to sustain participation.

3



Shift to a smaller but recurring engagement cadence.

Trust is built through ongoing, reciprocal relationships, not short-term outreach. Replace or supplement large, one-time events with smaller, regularly scheduled touchpoints (e.g., monthly sessions at community sites and/or event-based engagements). Develop a shared engagement calendar and use hybrid (in-person plus virtual) approaches to maintain consistent visibility while managing staff capacity and minimizing burnout.

4



Community leadership should shape research from the start.

Include community partners and members early and consistently in the research process so that they can contribute their ideas and knowledge to the study design, identification and prioritization of outcomes, outreach materials and methods, and data-sharing practices.

5



Standardize straightforward research communication and transparency practices.

Research must benefit communities, not simply extract data. Develop a set of plain-language materials that clearly explain study purpose, expectations, risks and data privacy. Build a process for routinely sharing study updates and results back to community partners and interested participants through presentations, summaries or community meetings to reinforce trust and accountability.

6



Expand multilingual and culturally tailored materials.

Audit current materials and prioritize translation into commonly spoken languages (e.g., Spanish), along with access to interpreters at key events. Work with community partners to adapt messaging to reflect cultural values, norms and preferred communication styles to improve resonance and comprehension.

7



Pilot new outreach strategies for under-engaged groups.

Develop targeted and innovative initiatives to reach new populations not currently engaged, such as youth and families. Test intergenerational approaches (e.g., youth educating older relatives about research) and partnerships with schools or community programs to expand awareness and future recruitment pipelines. Storytelling, the arts and other non-clinical communication strategies can help reduce stigma and fear while providing education and opportunities for support.

8



Reduce hurdles that prevent people from joining.

Incorporate practical supports into recruitment planning, such as transportation assistance, flexible scheduling and accommodations for caregivers. Where feasible, bring research activities directly into community settings through mobile or pop-up models.

9



Strengthen staffing and shared resources.

Assess staffing gaps and advocate for dedicated roles focused on community engagement and recruitment, including by hiring representatives of that community wherever feasible. Develop shared, ready-to-use toolkits (e.g., outreach templates, multilingual materials) across hubs to reduce duplication and increase efficiency, especially given funding and capacity constraints.

10



Track and optimize recruitment outcomes.

Implement simple tracking systems to measure the conversion from outreach activities to research enrollment (e.g., attendance → inquiries → sign-ups). Use this data regularly to identify which engagement strategies are most effective and adjust resource allocation accordingly.