Nov 30th, 1:30 PM - 2:45 PM

Breakout Session: "Increasing Study Recruitment and Retention: Working with Communities to Use Social Media"

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Increasing Study Recruitment and Retention: Working with Communities to Use Social Media

Leland Ackerson and Cynthia Ferrara
University of Massachusetts Lowell
Overview

• Social media and research: What are the options?
• Ethical considerations
• Gateway to Community-Based Participatory Research
Welcome!

Let's discuss what we want out of the group!

Needs a location
Got one?

Needs a date
Got one?

Hosted by: Cynthia Ferrara (Organizer)

Recent Meetups

November 7 at 10:30 AM, 4 Members attended
Join us on Wednesday November 7th at 10:30 am

October 17 at 10:30 AM, 4 Members attended
Join us for a welcome gathering to meet others

What's new

- NEW DISCUSSION
  Allison Fahey started Newsletter #7 is posted on Meetup
  Yesterday at 10:20 AM

- NEW FILE
  Allison Fahey uploaded Newsletter #7.doc
  Yesterday at 10:17 AM

- NEW DISCUSSION
  Allison Fahey started Yoga Information and Videos
  November 21 at 5:46 PM

- NEW PAGE
  Allison Fahey created Yoga Information and Yoga videos
  November 21 at 5:43 PM

- NEW DISCUSSION REPLY
  Allison Fahey replied to Newsletter #6 is posted on Meetup!
  November 21 at 5:38 PM

- NEW DISCUSSION REPLY
  Luisa Rodriguez replied to Newsletter #6 is posted on Meetup!
  November 19 at 1:51 PM
Yoga Information and Yoga videos

Get Ready for Yoga!

Why Yoga?
There are many ways to increase strength with physical activity. The problem is that many times certain exercises only focus on a certain area of your body and other parts of your body are left out. Yoga is a good form of physical activity because it is a full body workout and it focuses on strengthening and increasing the flexibility of your muscles. Yoga can also decrease tension and promote relaxation through deep breathing techniques.

Clothing and Equipment
You should wear comfortable or loose clothing that will not get in the way when stretching. T-shirts, shorts, sweatpants, and tank tops are all great to wear for yoga because the fabric is movable and breaths easily. You should not wear jeans! Bare feet are ideal when you practice yoga because it can give you a better grip for standing poses and give you a workout for your feet. You should have a yoga or exercise mat to use during seated or floor postures. If you do not have a mat you can use a firm pillow or fold up a blanket.

Preparing and Performing Yoga
You should warm up your muscles before you begin a yoga routine. This will prevent muscle strains and decrease joint and muscle stiffness. Plan a well-rounded workout that includes lots of different positions from all of the major muscle groups (arms, legs, abs, back, and chest). The most important thing to do is breathe while performing yoga. The best way to breathe in yoga is to inhale when you try upward and expanded movements and exhale during downward or forward bending motions. Make sure you move slowly making controlled movements until you feel your muscles stretching not straining. Never force your body into a posture or try to go beyond your limits because you could strain your muscles. It is important to learn the correct way to do each pose for safety and overall mind and body development. Remember to take 5-10 minutes to relax your body at the end of your workout. This will help to prevent sore muscles and is a way to unwind your body.

Below is a link to a websites that have videos on how to perform different yoga positions. Enjoy!

http://www.yogaglo.co...

Table of Contents
Using Social Media in Research

- Recruitment
- Delivering an intervention
- Retention - Keeping people engaged
- Benefits and barriers to using social media
Ethical Considerations

- Beneficence
- Informed consent
- Equity
- Confidentiality
- Special protections for vulnerable populations

Community-Based Participatory Research

- Research conducted as an equal partnership between trained academic researchers and members of the community where research is taking place.
Traditional Research and CBPR

- View of the community
- Deficit/strength outlook
- Locus of power; development of agenda
- Focus of learning
- Balance of action and research
- Access to knowledge
- Duration of interaction
Social Media and CBPR

- Social media is social
- “Participants” can provide feedback, suggest improvements, advocate for having other issues addressed.
Conclusion

- Social media has the potential to improve the methods and scope of community research.
- A number of technical and ethical issues remain unresolved.