Assessing and Enhancing Reach and Representativeness

Russell Glasgow, PhD; Meredith Fort, PhD

Reach

How are you operationalizing Reach (individual level) in your project or program? What data sources will you use?

How are you defining your denominator?

Based on past experience, have the intervention/implementation strategies had limited reach? If so, why? What are the multiple levels and domains of influence on participation?

What barriers may prevent some people from participating (distance, cost, lack of representation among delivery staff, historical or ongoing racial/ethnic discrimination, social exclusion, work/family commitments, language, documentation status, etc.)? How can the project address those barriers to enhance reach?

How will you conduct recruitment to enhance reach?

Are there other levels of reach/adoption you are concerned with (e.g. setting or community level)? If yes, how will you operationalize and enhance participation at these other levels?

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Representativeness

How are you operationalizing Representativeness (individual level) in your project or program? What dimensions or characteristics are most important?

Based on past experience, are there some groups that tend to be less represented? How can the intervention/implementation strategies be adapted to enhance representativeness? What are the long-term implications of not designing the intervention/implementation strategies to encourage representativeness?

What data sources will you use (consider use of secondary, administrative and publicly available data – e.g. census and survey data) to measure representativeness?

What other levels (if any) are important to consider (e.g. staff, local site, larger multi-site organization, neighborhood, community, region, etc.). What characteristics are a) most important and b) feasible to collect? Is the intervention favoring sites that are more resourced? If so, what will the implications be for equity and sustainability?

How will you enhance representativeness at these various levels?

Complexities and Challenges to Address: (e.g., reach and representativeness over time; unintended consequences and trade-offs to consider for other outcomes; adequacy of resources; ongoing monitoring issues)

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Tips to Consider to Enhance Reach and Representativeness

1. Build relationships with your community and target population. *Ongoing and in-depth* stakeholder engagement and CBPR.

2. In your assessments, be sure to include both current users of your services and non-users. Recruitment will be more effective if you rely on potential users to guide you. Ask them what is most likely to motivate people like them and what information sources they consider valuable and credible. You will likely *need to iterate.*

3. Determine what recruitment materials are *feasible and best* for your program. Your target audience will be extremely helpful in developing promotional content and identifying appropriate reading levels for recruitment materials.

4. *Go to where the target population is* and don't make them come to you for recruitment materials. There are many community settings that you can and should use as recruitment locations.

5. Communicate in the language(s) that the population you aim to include in your study is most comfortable using.

Key References and Resources

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3. Hart, JT. The Inverse Care Law. *The Lancet* 1971; 297:405-412.
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7. Wallerstein N, Duran B. Community-based participatory research contributions to intervention research: the intersection of science and practice to improve health equity. *Am J Public Health*. 2010 Apr 1;100 Suppl 1(Suppl 1): S40-6.
8. www.re-aim.org

Potential Data Sources

1. https://www.cdc.gov/datastatistics/index.html (and epidemiological surveillance agencies in other countries)
2. https://www.census.gov/data.html (and census and Ministry of Health data in other countries)
3. Social determinants of health: Individual PRO level: *The Accountable Health Communities Health-Related Social Needs Screening Tool*. Innovation.cms.gov. (2020). Retrieved from: https://innovation.cms.gov/files/worksheets/ahcm-screeningtool.pdf.

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