



Recruiting Volunteers to participate in a community wide preventive therapy intervention

L Coetzee, G Churchyard, M Luttig,
K Mngadi, S Ntshela F Popane

AURUM Institute for Health Research
South Africa



Objectives



- A study of community-wide isoniazid TB preventive therapy is being evaluated among South Africa gold miners that aims to rapidly and significantly reduce TB incidence.
- THIBELA TB is ongoing, the purpose of this presentation is to share strategies to recruit volunteers to participate in a public health intervention



Methods (1)



- A study specific community participation programme was developed by the project team, including
 - Stakeholder Identification and engagement to promote stakeholder participation in the study
 - Community education & communication to create awareness of TB, the Thibela TB study as well as study activities.



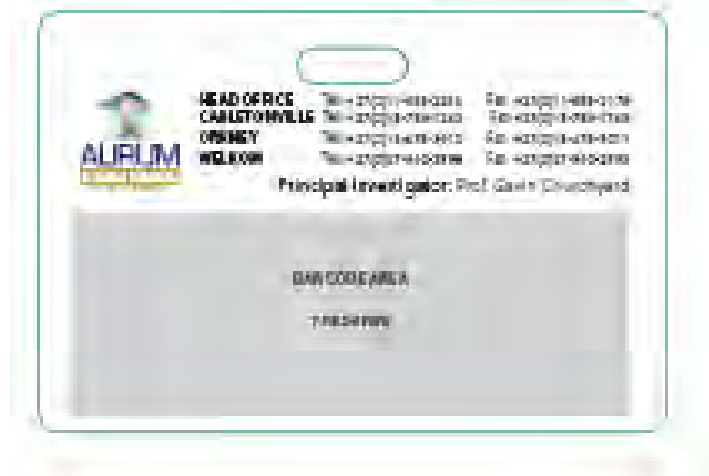
Communication strategies



- Multiple strategies were employed to implement the community education and communication plan.
 - A project brand was developed and a story telling approach adopted. (Insert recruitment video)
 - All existing communication systems and educational programmes on the mines are used,
 - supplemented by additional communication strategies, which include the use of mass meetings, group briefing sessions, peer educators, television, radio, music, road shows, printed media (pamphlets and posters) and mobile phones.



THIBELA TB ID card





Enrollment
gift

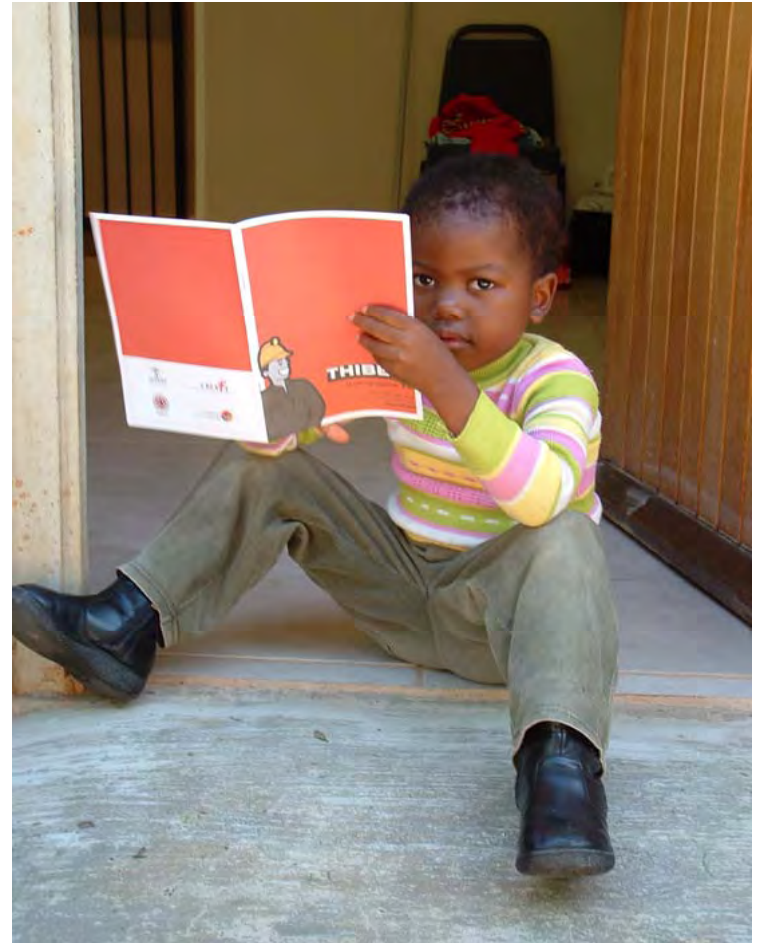


Visit 1
incentive



Various Information Leaflets and posters

- Research Ethics
- Tuberculosis
- Thibela TB



"We can't fight AIDS unless we do much more to fight TB as well." – Nelson Mandela

What is this Thibela TB research?

- The Thibela Research Project could reduce TB by 60 percent.
- The Aurum Institute is conducting the project with the support of MHSC and the Department of Health.
- We need healthy miners to volunteer for the Thibela research.
- It is completely voluntary.
- Volunteers will have a medical check. Then (if they pass) they will take medicine every day for nine months.
- This research project will help people all over the world – particularly in the mines of South Africa.
- The great Madiba has called upon us all to help fight TB.
- If you wish to volunteer then visit your nearest Thibela TB Centre for information.



1

"I am going to the Thibela study centre to join all the other miners who are volunteering!"

Thabo has finished his shift. Now he is going to the Thibela study centre to become a Thibela TB volunteer.



2

"This is easy!"

"To become a Volunteer we ask you questions about your health and check for TB."

Thabo is asked some questions and then checked to see if he has TB. He is then told what a volunteer must do.



3

"Then I must come back for more medicine."

"To be a volunteer you must take this medication everyday. These are the tablets for one month."

Thabo learns that he must take this medication everyday for nine months. Every month he returns to the study centre for a check-up.



4

"If I do this properly I will help to prevent this TB like Madiba says!"

"Yes you are one of many miners who have volunteered for this research. You will be a great help to us if you take your medication correctly – even when on holiday."

As one of the workers who volunteered for Thibela TB, it is important that you take your medication correctly everyday – even on holiday.



5

"We support Thibela TB!"

Emzini wezinsizwa team supports this important research programme.



6

Thank you for being a Thibela TB volunteer!

We are all volunteers to prevent TB. We will make this TB run away from us. Go to the Thibela TB Study Centre and ask how you can volunteer. Thibela TB!



THIBELA

Team up against TB





E D C T P

Adherence



THIBELA

Team up against TB

When you take a tablet from the packet - also take a sticker from the packet and stick it in the day on the calendar.

Hola!

You must use one sticker for every tablet you take, so there must be a red and an orange sticker on every day. When you miss a day, please leave the sticker on the packet. You will still qualify for the lucky draw even if you missed a day. When it is time for your next appointment, bring your medication packets and calendar with you and hand it to the study worker.

YOU will be entered into the lucky draw even if there are still some tablets left in your packet!

PARTICIPANT NUMBER: 77352316

START DATE: 00/00/2006

START DATE: 00/00/2006

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
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HEAD OFFICE
CARLETONVILLE
DUBLIN
IRELAND

Tel +353(0)1-4942323
Tel +353(0)1-4942325
Tel +353(0)1-4942326
Tel +353(0)1-4942328

Tel +27(0)11-4821174
Tel +27(0)11-4821149
Tel +27(0)11-4821187
Tel +27(0)11-4821200



THIBELA

Team up against TB

IMPORTANT! The calendar is not for use before the start of the study. It is for use during the study only. It is not for use after the study. It is not for use before the start of the study. It is for use during the study only. It is not for use after the study. It is not for use before the start of the study. It is for use during the study only. It is not for use after the study.



Incentive events: song and dance



Calendars in lucky
draw for prizes
of small
value:

Airtime
Food hampers
Blankets
Sports Bags

2007

JANUARY							FEBRUARY							MARCH							APRIL						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
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MAY							JUNE							JULY							
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28	29	30	31	25	26	27	22	23	24	25	22	23	24	25	22	23	24	25	26	27	28



PUBLIC HOLIDAYS

New Year's Day	Monday	1 January	Heritage Day	Monday	24 September
Human Rights Day	Wednesday	19 February	Day of Reconciliation	Sunday	16 December
Good Friday	Friday	6 April	Christmas Day	Tuesday	25 December
Family Day	Monday	9 April	Day of Goodwill	Wednesday	29 December
Freedom Day	Friday	27 April	Please note that 23 April and 10 August is a school holiday and not a public holiday.		
Workers Day	Tuesday	1 May			
Youth Day	Saturday	16 June			
National Women's Day	Thursday	9 August			

THIBELA
Team up against TB

CREAfe ALPHUM PROUDLY SOUTH AFRICAN

2007

JANUARY							FEBRUARY							MARCH							APRIL						
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THIBELA
Team up against TB

CREAfe ALPHUM PROUDLY SOUTH AFRICAN

March April gift for all



Participant Follow up



Treatment supporters

- Room visits
- Parading
- Telephone contact
- SMS campaign implemented but stopped

Follow up Road shows

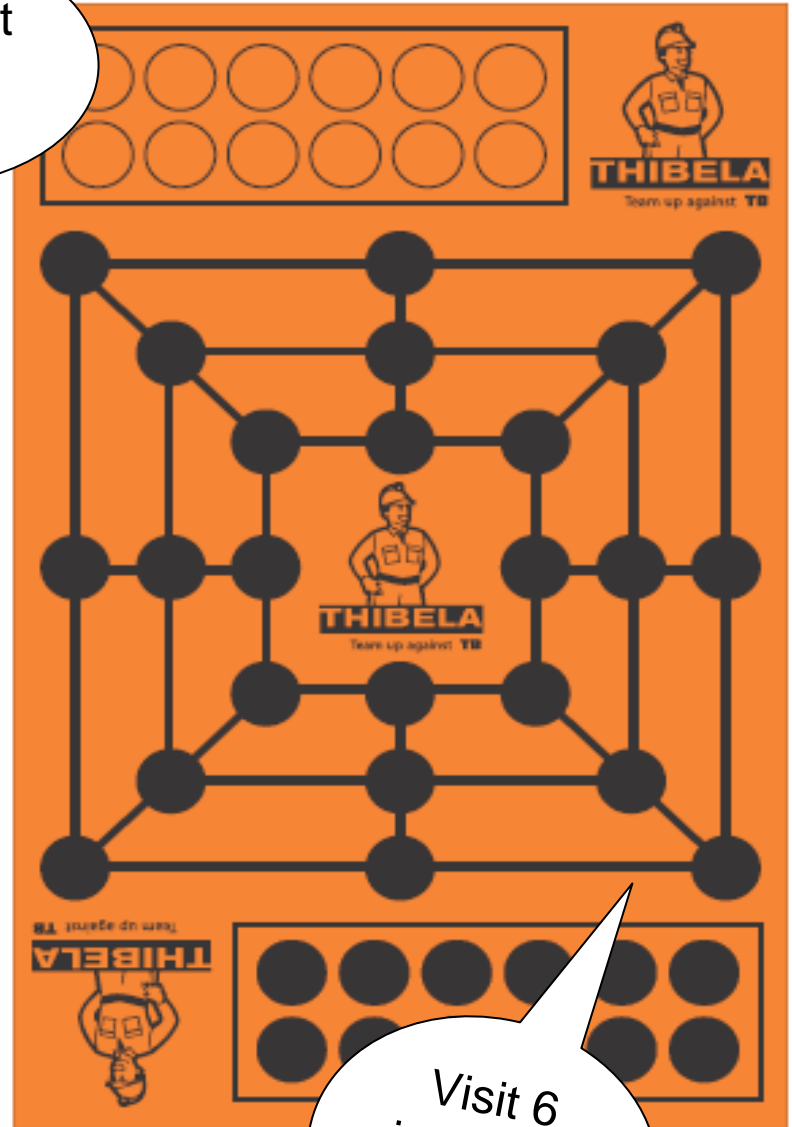




June gift
for all



Visit 3 incentive



Visit 6
incentive

WRISTBANDS



COMPLETED



COMPLETED



THIBELATB MONTH 3 COMPLETED



THIBELATB MONTH 4 COMPLETED



THIBELATB MONTH 5 COMPLETED



THIBELATB MONTH 6 COMPLETED



THIBELATB MONTH 7 COMPLETED





E D C T P

Month 9 Thank You

THIBELA TB Blanket





Results : month 12



- 3 Community advisory groups established
- 4 Participant advisory groups established
- 306 Peer educators trained and deployed
- 6000 volunteers recruited to participate in the BPS
- 7000 volunteers screened for TB and offered IPT
- 1500 volunteers recruited in 2 sub studies



Discussion & Conclusions



- Challenges
 - Time investment
 - Stakeholder Management
 - Management of Perceptions
 - Language barriers
 - Literacy or not
 - Uncontrollable variables
 - Cost



Future perspectives



- Emphasis on
 - Key message
 - Reinforced by
 - individual contact
 - leadership example
 - printed material
 - electronic media
 - group communication
 - incentives