

Effective Recruitment and Retention of Older Adults in Physical Activity Research: PALS Study

Jonine Jancey, BSc; Peter Howat, PhD; Andy Lee, PhD; Ann Clarke, PhD
Trevor Shilton, MSc; John Fisher, PhD; Helena Iredell, BSc

Objectives: To develop strategies to recruit and retain inactive older adults into a physical activity program. **Methods:** Names of 7378 older adults were obtained from 60 neighborhoods. Then, 6401 potential subjects were matched to telephone numbers and phoned. Subjects meeting the screening criteria were invited to join the program (n = 4209). Walk leaders and social support were used to enhance retention. **Results:** Five hundred

seventy-three subjects were recruited (260 intervention and 313 control). The respective participation rate was 12.6% (260/2056) and 14.5% (313/2153), with low attrition of 31.9% (83/260) and 24.6% (77/313). **Conclusion:** Effective recruitment and retention strategies were identified.

Key words: recruitment; intervention; physical activity, older adults

Am J Health Behav. 2006;30(6):626-635
