

¡Viva Bien!: Overcoming Recruitment Challenges in a Multiple-Risk-Factor Diabetes Trial

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Objectives: To describe recruitment of Latinas in a randomized clinical trial conducted within 2 health care organizations. **Methods:** The study relied on project-initiated telephone calls as part of a multifaceted recruitment approach. Chi-square and *t* tests were conducted to compare participants and nonparticipants on a number of variables. **Results:** From 4045 telephone contacts, 280 Latinas agreed to participate.

Most were ineligible due to non-Latino ethnicity (89%). Of eligible candidates, 61% took part. Few significant differences were found on participant vs nonparticipant characteristics. **Conclusion:** Using appropriate recruitment procedures, a representative sample of Latinas can be obtained.

Key words: heart disease, diabetes, Latinas, multiple health behaviors, participation

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