

# Challenges of recruitment and retention of older people from culturally diverse communities in research

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**Key Words:**

recruitment of older CALD in research, researching CALD

**Research aim:**

This article reflects on a research team's experience of recruiting participants from seven cultural groups into a study that sought to explore the links between physical activity and the built environment.

**Results/Conclusion:**

Three key issues for recruiting and retaining participants from culturally diverse backgrounds were identified: having access to key local informants; the central role of paid and trained bilingual interviewers; and supporting the research partners in recruitment activities. Furthermore, it appeared that a 'one size fits all' approach was not appropriate and that a flexible recruitment strategy may be required to ensure successful recruitment from all cultural groups. The differences observed in this study relating to recruitment and retention rates may be more dependent on the skills and characteristics of those responsible for the recruitment and interviewing, rather than the specific cultural group itself.

**Implications:**

Older people from some cultural backgrounds may be less likely to respond to traditional recruitment methods and researchers need to be more assiduous and strategic to improve participation rates in research.

**Cultural Group(s):**

Vietnamese, Greek, Italian, Maltese, Macedonian, Croatian and Anglo-Celtic

**Location of study:**

**Age group:**

**Number included in study:**

350

**Type of participants:**

older people from 6 different cultural groups

**Research approach:**

Mixed methods

**Type of data:**

Primary

**Secondary data sources used:**

**Specific scales or analytical techniques used:**

**Implications/ Recommendations:**

**Notes:**

This paper is a discussion based on the experiences and observations of researchers who worked on a project that involved recruiting older CALD participants.