

a study on exploring the idea of an LGBT online senior center, and Dr. Karen Rose will describe stigma associated with recruiting persons with Alzheimer's disease and other dementias, and their family caregivers, including best practices from the literature coupled with lessons learned from experiences. Shared strategies and solutions will assist researchers in identifying and addressing recruitment challenges and help to ensure recruitment of diverse groups of older adults and/or family caregivers for studies that use various research methodologies, including leveraging the power of professional and community-based networks. Increasing research participation will yield the knowledge necessary for improving health outcomes for older adults and their family caregivers living with serious chronic illnesses such as Alzheimer's disease and related dementias.

RECRUITMENT OF FAMILY CAREGIVERS OF AFRICAN AMERICAN OLDER ADULTS WITH DEMENTIA

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Multiple factors influence decision-making of family caregivers of African American older adults with dementia about participation in end-of-life care research. Existing literature on best practices for research recruitment includes little on recruitment strategies for this specific population. The purpose of this presentation is to analyze successful recruitment strategies used with family caregivers of African American older adults with dementia. Sixty-five caregivers of African American older adults with dementia were recruited over 11 months throughout a southeastern state from local communities and Program of All-Inclusive Care for the Elderly. Community partnership strategies such as community-based networking, purposively-targeted presentations, and leveraging of existing social networks provided a strong basis for successful recruitment. These strategies were credible to the participant population and effective in engaging both research participants and community partner stakeholders in working on shared goals of improving older adult and caregiver outcomes near the end of life.

RECRUITING LGBT OLDER ADULTS FOR RESEARCH

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LGBT older adults constitute a rare population and so are methodologically difficult to recruit. Due to stigma, many of them may not disclose their sexual/gender identity, which makes it challenging for researchers to reach out to them. Due to history of discrimination, LGBT older adults may not trust researchers. The purpose of this presentation

is to discuss strategies used to recruit LGBT older adults to a study on exploring the idea of an online senior center for LGBT older adults in Massachusetts. Building a rapport with community stakeholders, developing trust and having LGBT older adults themselves as part of the research team were important tools to help overcome these challenges. LGBT older adults are very diverse and focused efforts should be made to recruit them from various racial/ethnic backgrounds, rural areas; also, those who are not publicly open about their identity, and who are home bound due to restricted mobility.

RECRUITING FAMILY CAREGIVERS OF PERSONS LIVING WITH DEMENTIA FOR PARTICIPATION IN AN ONLINE INTERVENTION

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Responsibilities of caregiving for persons living with dementia make it challenging to participate in in-person research studies. Caregivers may be more willing to participate in studies that are online. This presentation will highlight recruitment strategies of a 4-site telehealth caregiver intervention for caregivers of persons living with dementia. Thus far, we have recruited 596 participants over the period of 2 years: 76, 189, 164 and 167 from each of the sites, respectively. Community partnership strategies such as presentations at churches and events organized by the Alzheimer's Association, and the Alzheimer's Disease Research centers, using a handshake protocol, and using social media sites such as Facebook and Twitter have all been effective at recruiting participants. Ongoing communication among the staff at different sites is also an important aspect of successful recruitment. These strategies have enabled recruitment to continue at a consistent rate and enabled the maintenance of relationships within the community.

THE IMPACT OF DEMENTIA STIGMA IN RECRUITING PARTICIPANTS INTO RESEARCH STUDIES

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Despite efforts to increase awareness and education about Alzheimer's disease and other dementias, persons with dementia and their family caregivers experience stigma. Dementia related stigma is associated with negative repercussions for those with the disease and their family caregivers. In our prior work, we identified shame as a mechanism by which stigma is enacted and results in isolating and delaying access to supportive services for family caregivers. As such, stigma may influence decisions to participate in research studies. Healthcare providers, friends and family, and society,