

# HOW TO FIND FAMILY PARTNERS FOR RESEARCH

## WHEN TO LOOK?

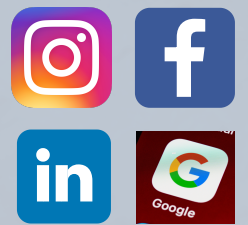
- **Don't wait** for a specific project to start finding family partners. Approach engaging or "networking" with families as an ongoing activity.
- If a project has already been started, try to include family partners as early as possible in the process.



## WHERE TO LOOK?

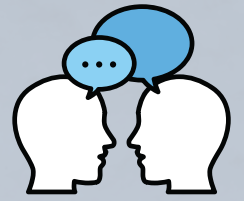
**Social Marketing:** Advertising in public spaces (e.g., social media, newspapers, waiting rooms, libraries, etc.)

- **Advantages:** Can reach a wide audience.
- **Points to Consider:** Often limited uptake.



**Community Outreach:** Direct engagement with potential partners (e.g., events, support groups, conferences)

- **Advantages:** Can target specific groups.
- **Points to Consider:** Requires additional resources/time, may be difficult to get entry to some spaces.



**Health System:** Collaborate with health care providers who support the population of interest

- **Advantages:** Can target specific groups.
- **Points to Consider:** Requires a relationship with the health care partners.



**Partnering:** Collaborate with organizations who represent/support potential partners (e.g., advocacy groups, charitable organizations)

- **Advantages:** Can target specific groups.
- **Points to Consider:** Requires a relationship with the partner organizations.



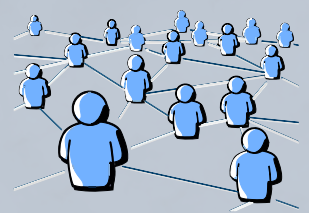
**Existing resources:** Leverage services within your organization or community that support family partnerships (e.g., standing advisory groups, matching services)

- **Advantages:** Can quickly connect with interested and experienced family partners.
- **Points to Consider:** Not available in all organizations.



**Family Leaders:** Connect with family leaders who can be "ambassadors" for your research

- **Advantages:** Families may be more receptive to messaging from other family members
- **Points to Consider:** Requires close relationships with parent leaders



## HOW TO LOOK?

- Create accessible/easy to understand materials about your research.
- Be clear and upfront on roles and expectations for family partners.
- Consider some of the reasons **why families want to partner in research:**
  - To ensure research addresses the priorities of families and patients
  - Learn more about a specific health condition or disability
  - To help improve patient outcomes and standard of care



**Reference:** Vat, L. E., Ryan, D., & Etchegary, H. (2017). Recruiting patients as partners in health research: a qualitative descriptive study. *Research involvement and engagement*, 3(1), 1-14; DOI: 10.1186/s40900-017-0067-x

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