Recruiting Mothers as Partners and Participants in Research

Mothers want to contribute to research. Consider these points in planning your recruitment approach.

**Highlight incentives.** Lead with how mothers’ participation will have an impact and whether they will receive a gift card or stipend for their efforts.

**Keep it clean and simple.** Use plain language in bulleted text to make materials easy to read and understand.

**Make it accessible.** Create materials in multiple formats (e.g., printable text, videos, photos) to recruit through social media, email, and paper flyers.

**Inspire curiosity.** Include relevant and engaging infographics, memes, images, and videos.

**Follow up.** Respond quickly to mothers who express interest. Connect directly in a phone call or email to let them know next steps.