

## Generation Scotland Teenage Recruitment – Creating, evaluating and evolving a study sign-up process in collaboration with study participants and young people

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[generationscotland.org](http://generationscotland.org)



### generation scotland



Family health study to investigate the **environmental** and **genetic** influences of health

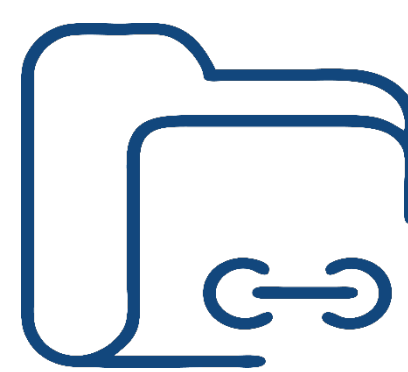
~24,000 individuals from ~7,000 families recruited in 2006-11



Detailed **phenotype data** including family history, demographics, physical and mental health measures and cognitive function

**Samples:** DNA, serum, urine, cryo-preserved blood, biochemistry

Proteomics, genotype, methylation



Consent to **linkage to medical records**

Consent for re-contact

## The Next Generation

Received Wellcome Trust funding to **increase Generation Scotland sample to 40,000** by recruiting:

1. additional family members
2. younger relatives (aged 12+)
3. new families



Using **remote data capture** methods, including:

- Online questionnaires
- At home saliva samples
- Linkage to health records

## Initial 12 – 15 year old Sign up Process

### STEP BY STEP



## First Participant Feedback



Initially, in order to join all people had to register with an **email address** and receive all communication via email.



Following feedback that **young people** don't use email but **text**, we added an option to register with a **mobile number** to receive texts not emails.

## Young People's Advisory Group

Received Medical Research Council funding to **work with 12-15 year olds** to co-develop project in GS on Loneliness in a digital world. The YPAG was made up of 8-10 teens who:

1. Co-developed **questionnaire**
2. Co-designed **Ecological Momentary Assessment** app
3. Advised on timings of the **4 daily assessments**

<https://www.gslonelinessteens.com/>



## Young People's Advisory Group's Feedback on joining GS

Members of the YPAG fed back that requiring a parent to join Generation Scotland (GS) could prevent them from joining the study because:

- It **prevented** the young person from choosing to join the study themselves
- Young people who wanted to join were **uncomfortable** asking their parents to join
- Some **parents** did not want to join Generation Scotland, but were **happy** for their children to join

So Generation Scotland added an **additional** sign up process, which meant **young people could sign up** and ask their parent or guardian to agree they had the capacity to join the study **without joining themselves**.

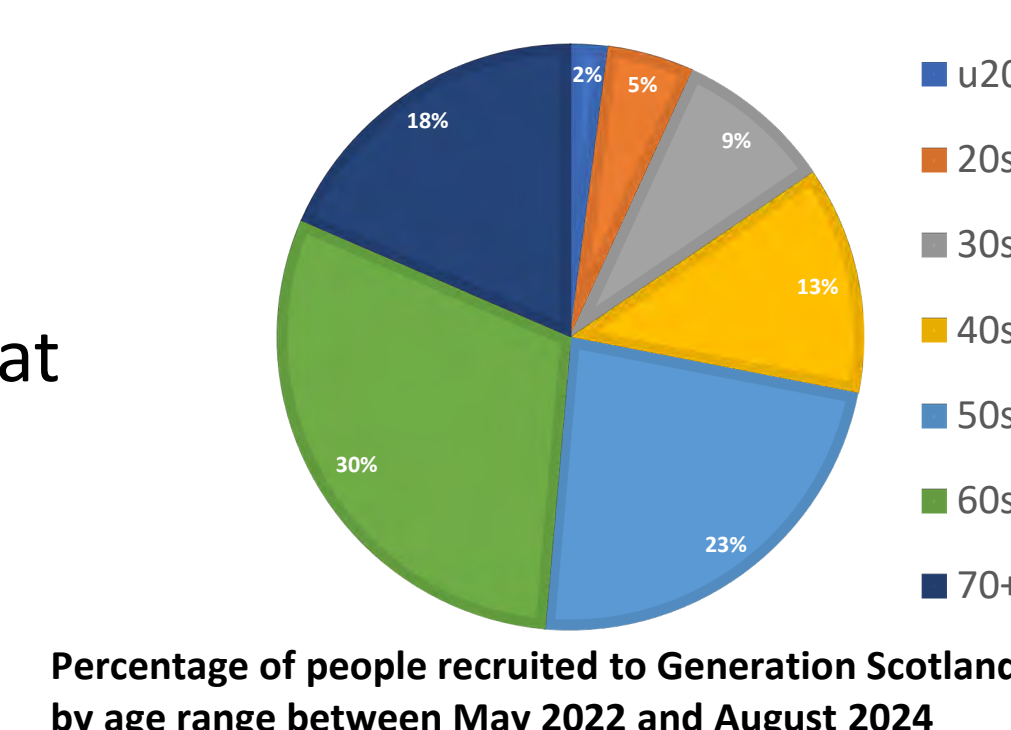
## Teen Compensation

We **struggled** to recruit people **aged 12 to 18** with less than 2% of sign ups in that age range.

After a review of what other studies do to recruit young people we found consistent evidence that compensation for their time increases recruitment rates.

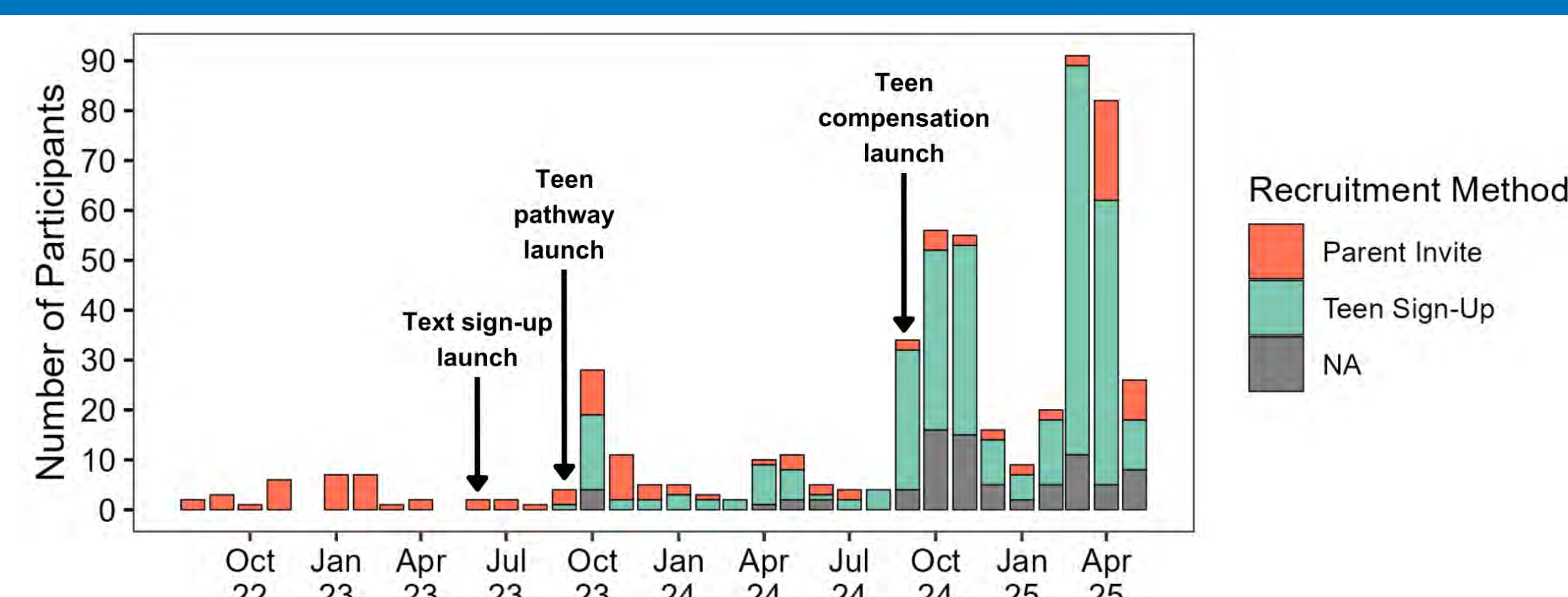
We then asked our participants what they thought about only compensating 12 to 18 year olds, both teens and 19+. They agreed that to improve teen representation it was acceptable to offer differential compensation.

In September 2024 we launched our Teen Compensation offer which continue through June 2025.

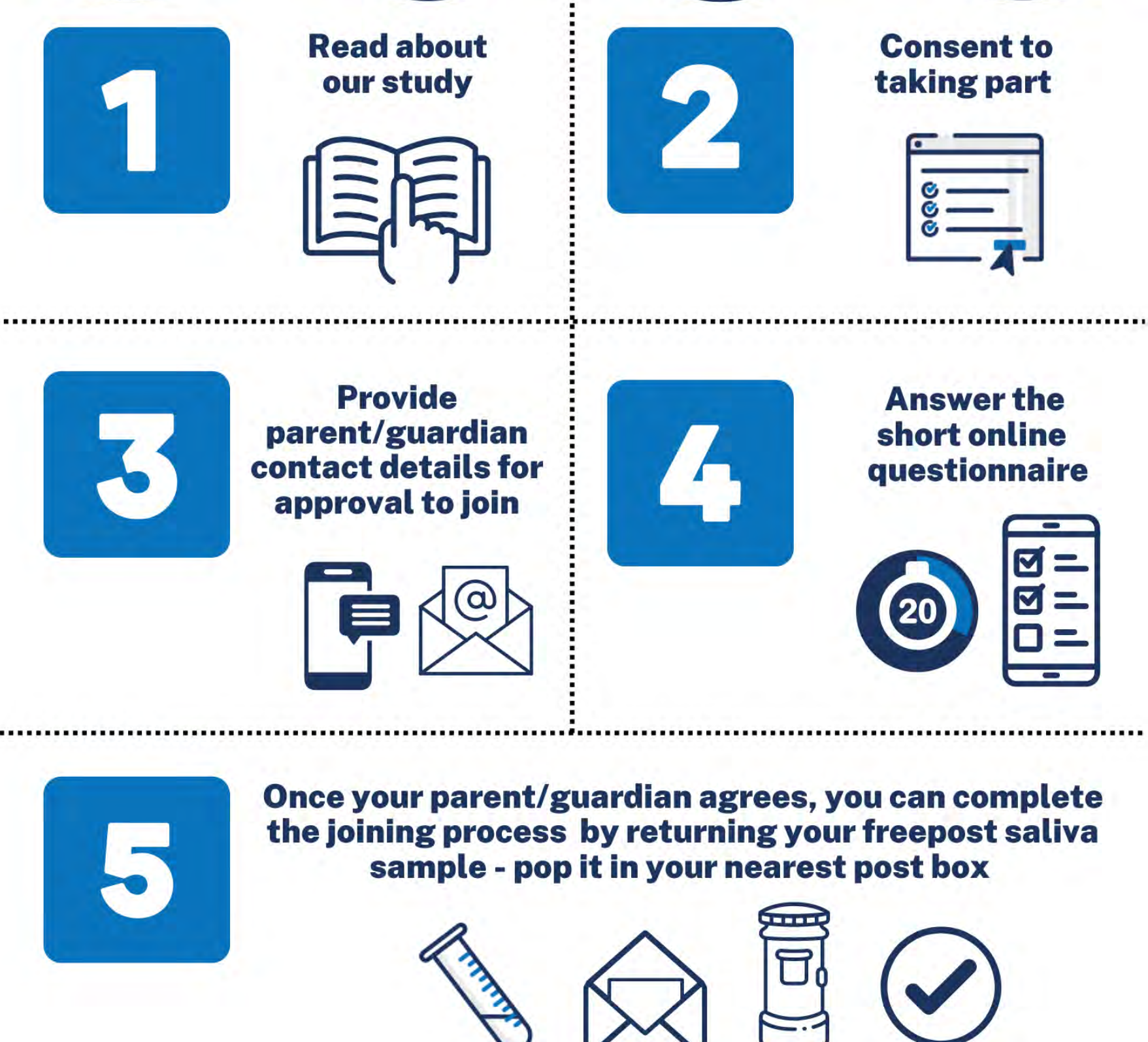


## Results of these changes

With each change the recruitment of teens improved, with **Teen Compensation** providing the biggest boost to recruitment.



## AGE 12-15yrs STEP BY STEP



## Access the data

For information about Generation Scotland visit: [generationscotland.org](http://generationscotland.org)

Generation Scotland **data are available to academic and commercial researchers through managed access**. For more information, email: [genscot@ed.ac.uk](mailto:genscot@ed.ac.uk)

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