

SWAT 133: Branded gift and letter from PPI group to enhance questionnaire response rate in a randomised trial

Objective of this SWAT

To evaluate the effects of providing a branded gift and letter from the study's PPI group one month before the end of the trial on the response rate to the final questionnaire

Study area: Retention, Follow-up, Outcomes

Sample type: Participants

Estimated funding level needed: Low

Background

This SWAT will be embedded and piloted in the D1 Now pilot randomised trial which aims to improve outcomes in young adults with type 1 diabetes in Ireland (1).

Non-response or loss to follow up in randomised trials can compromise study findings. While there is some evidence to suggest having patient/personal and public involvement (PPI) in a study will improve recruitment, relatively little work has been done around the impact on retention (2). Exploring how PPI can improve recruitment and retention in trials has been identified as one of main research priorities for PPI in trials (3).

We hope to add to this evidence by investigating whether receiving a branded gift (chosen by the PPI panel) and letter from the PPI panel stressing the importance of questionnaire completion would impact on the completion of follow-up questionnaires.

The theoretical basis underlying this is twofold.

Reciprocation: use of the branded gift as an incentive may mean that participants feel obligated to respond to the positive behaviour received, with positive behaviour in return (4).

Peer endorsement: A recent systematic review found that recruitment rates were significantly greater when the people in the PPI panel had lived experience of the health condition under study (2). Use of the letter from the PPI panel may mean that participants feel that the research is useful because it is being endorsed by people with similar lived experience.

Interventions and comparators

Intervention 1: Intervention: Participants are sent a pop-socket branded with the trial logo along with a letter from the study's PPI panel one month before final data collection.

Intervention 2: Comparator: Participants are sent a pop-socket branded with the trial logo along with a letter from the study's PPI panel after the trial is finished.

Index Type: Incentive

Method for allocating to intervention or comparator

Randomisation

Outcome measures

Primary: Number and proportion of participants who complete the final study questionnaire.

Secondary:

Analysis plans

This is a pilot SWAT so the feasibility and acceptability of this type of SWAT will be analysed through descriptive statistics and qualitative work.

If feasible, we intend to run this SWAT during a large scale randomised trial of D1 Now. In this pilot, analysis will consist of the difference in questionnaire completion between those receiving the pop socket and letter before data collection and those receiving the pop sockets and letter after data collection is complete.

Possible problems in implementing this SWAT

No problems anticipated.

References

1. Casey B, Byrne M, Casey D, Gillespie P, Hobbins A, Newell J, Morrissey EC, Dinneen SF. Improving Outcomes Among Young Adults with type 1 diabetes: The D1 Now Randomised Pilot Study Protocol. *Diabetic Medicine* 2020;37(9):1590-604.
2. Crocker JC, Ricci-Cabello I, Parker A, Hirst JA, Chant A, Petit-Zeman S, et al. Impact of patient and public involvement on enrolment and retention in clinical trials: systematic review and meta-analysis. *BMJ* 2018;363:k4738.
3. Kearney A, Williamson P, Young B, Bagley H, Gamble C, Denegri S, et al. Priorities for methodological research on patient and public involvement in clinical trials: A modified Delphi process. *Health Expectations* 2017;20(6):1401-10.
4. Falk A, Fischbacher U. A theory of reciprocity. *Games and Economic Behaviour* 2006;54(2):293-315.

Publications or presentations of this SWAT design

Examples of the implementation of this SWAT

People to show as the source of this idea: Eimear Morrissey, Blathin Casey, Rachael Power and the D1 Now Young Adult Panel

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