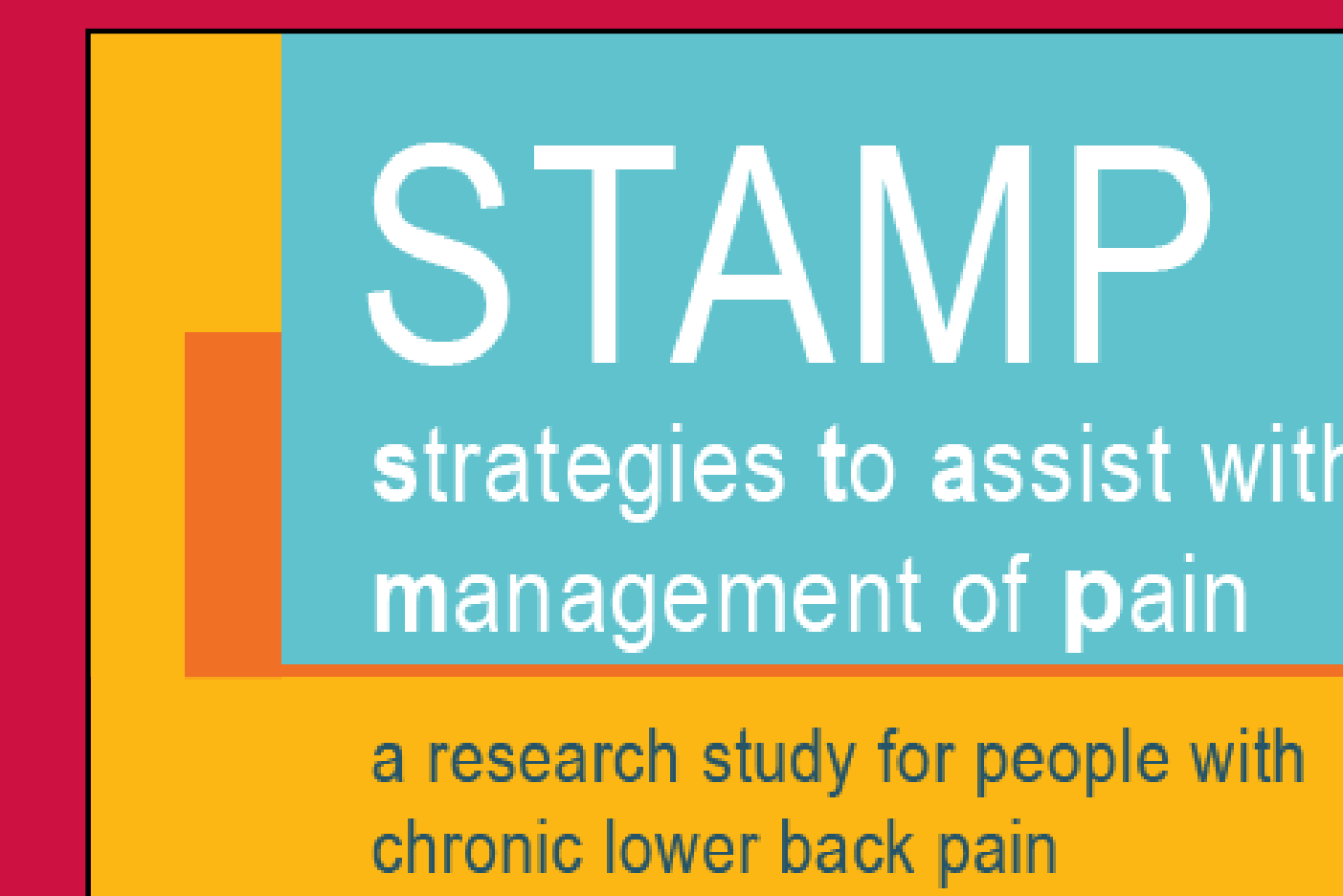




Tailoring Stakeholder Engagement for Study of Adults with Opioid-Treated Chronic Low Back Pain



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Background

Strategies To Assist with Management of Pain (STAMP) is a 5-year, multi-site, randomized controlled trial comparing effectiveness of Mindfulness and Cognitive Behavioral Therapy in 766 individuals with opioid-treated Chronic Low Back Pain (CLBP).

Recruitment, retention challenges of complex population

- Number of eligible participants decreased due to changes in opioid prescribing
- Medically and psychologically complex population
- Fear of stigma due to “the opioid crisis”
- Fear of opioids being discontinued

Tailored stakeholder engagement approach

- Ongoing guidance from Wisconsin Network for Research Support (WINRS) consultants
- Distinct meeting agendas and activities for each stakeholder group

Foundation for successful engagement

- Budgeted for stakeholder stipend and travel, and team member with dedicated time to coordinate activities
- Determined optimal group size and included representatives from key groups (patient, provider, community, healthcare system)
- Held meetings at convenient time and place determined by stakeholders
- Provided tailored orientation for researchers and stakeholders to establish culture of engagement from day 1
- Planned interesting meeting activities to maximize stakeholder input

Tailored Activities Across Two Stakeholder Groups

Patient-Family Advisory Committee (PFAC)

- 15 members; 9 with current/past opioid-treated CLBP; 6 family-members
- 7 women, 8 men, ages 20s to 80s, representing African American, Latino, and LGBTQ communities

Expertise: Lived experience with opioid-treated CLBP

Example input: Add new study components; materials/website, recruitment/retention, overcoming opioid/pain stigma

Stakeholder Advisory Committee (SAC)

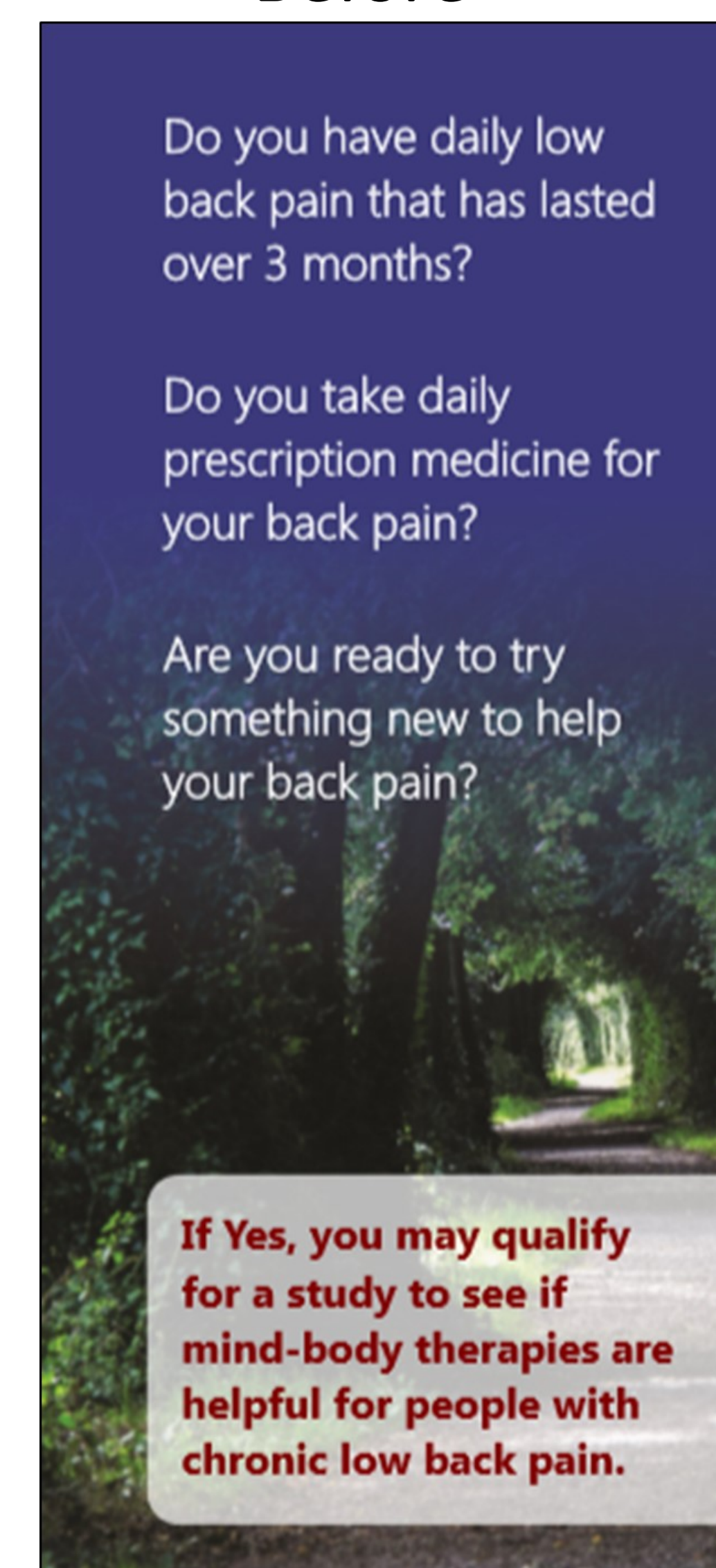
- 4 PFAC members (2 opioid-treated CLBP; 2 family)
- 3 advocacy organization leaders (2 patient; 1 community)
- 2 physicians (Family/Internal Medicine)
- 1 physical therapist; 1 health psychologist
- 2 medical organization representatives

Expertise: Diverse perspectives/experience with opioid-treated CLBP

Example input: Qualitative interview questions; eligibility, recruitment & retention issues

Example of Stakeholder Impact

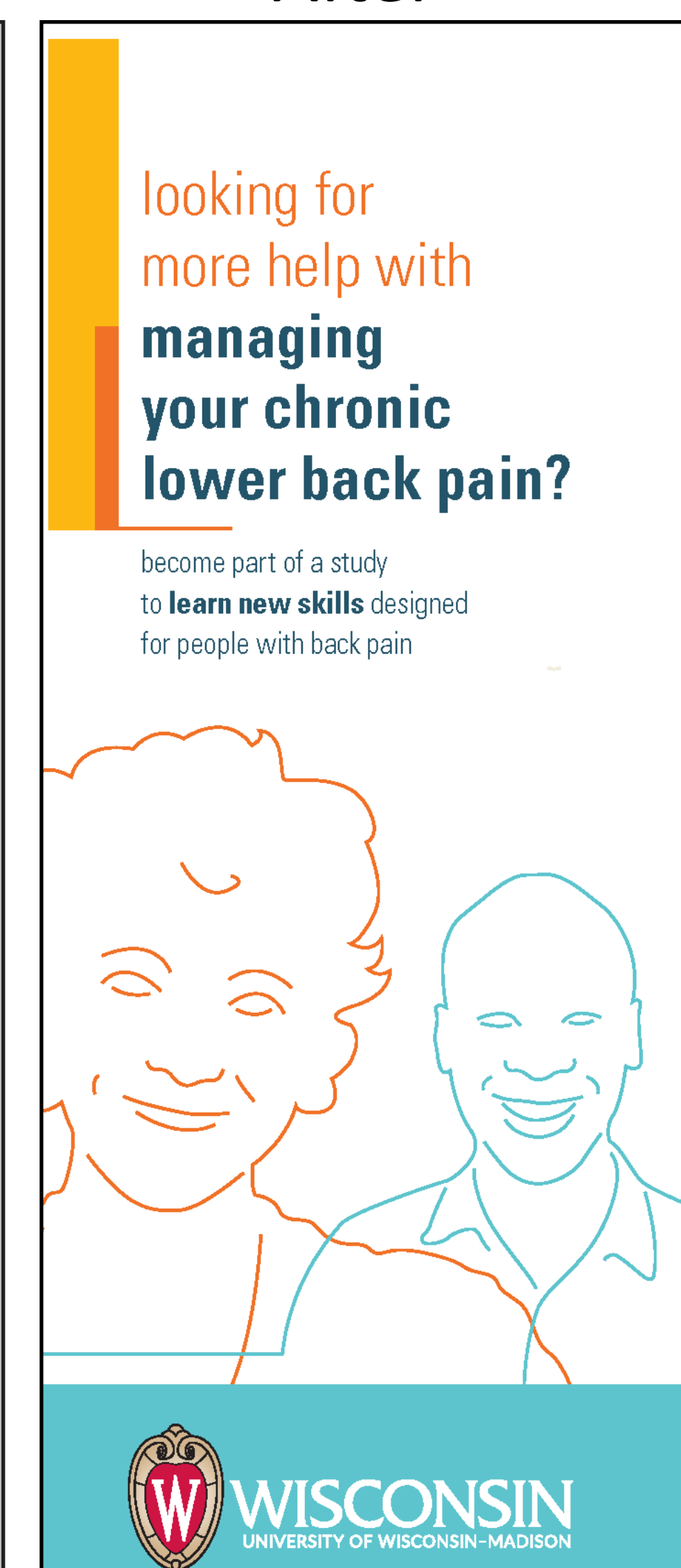
Before



PFAC feedback on recruitment brochure:

- Cover image is dark, depressing, has nothing to do with CLBP
- Text on blue background is difficult to read
- Too many words
- “Mind-body” raises questions and concerns
- University logo needed to add legitimacy

After



Scan for additional examples and resources

Best Practices to Sustain Engagement

1. Assure stakeholders start with a clear, accurate understanding of their role as project advisors
2. Create meaningful agendas that invite input on plans/materials that can be changed
3. Facilitate ongoing rapport building within stakeholder groups and between stakeholders and researchers
4. Provide concise study updates (5-10 min max)
5. Design meeting activities to match stakeholder group strengths
6. Consistently report back to PFAC and SAC with examples of their impact on study materials and processes
7. Overlap key topics reviewed by PFAC and SAC to maximize value of stakeholder advice on challenging topics (e.g. recruitment and retention)
8. Maintain communication between the PFAC and SAC (PFAC members report at each group meeting; researchers provide additional updates)

Conclusions

Effective, tailored engagement with our stakeholders has resulted in numerous study improvements, including new recruitment strategies/materials, improved retention strategies, and qualitative data collection guide revisions. Working with WINRS stakeholder engagement consultants helps our project avoid common pitfalls, makes best use of the expertise on each stakeholder board and sustains participation of advisory board members.

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*The authors have no conflicts of interest to report