Driven to Discover Research Facility at the Minnesota State Fair

2018 Research Opportunity Announcement, Round Two

Release Date: January 30, 2018
Due Date: March 1, 2018

We invite faculty, students, and staff from the University of Minnesota, other colleges and universities, and public and private institutions, to take advantage of this unique opportunity to quickly and efficiently recruit fairgoers as participants in minimal-risk, human-subjects research at the Driven to Discover Research Facility at the Minnesota State Fair from August 23 through September 3, 2018.

D2D APPLICATION INSTRUCTIONS

Apply online by March 1 at this link: https://is.gd/d2d2018r2. You will be prompted to upload the following information as a single PDF or Word document. Please limit your submission to 1-2 pages, if possible. Briefly describe:

1. Study goals and aims,
2. Study design, including eligibility criteria and desired sample size,
3. Data collection methods, including length of protocol with consent.

PROGRAM OVERVIEW

The primary mission of D2D is to increase the pace, efficiency, and diversity of enrollment in new or ongoing human subjects research at the University, by bringing projects and researchers into closer contact with the Minnesota community. D2D provides access to approximately 2 million fairgoers each year. Many attendees return to the fair year after year, making longitudinal studies possible. Further, the fair attracts individuals from across Minnesota and so offers an efficient means of enrolling a more diverse group of participants from outside the metropolitan area.

In the four years since D2D was established in 2014, fairgoer awareness of the facility has grown steadily. In 2017, a new building was constructed, attracting over 60,000 visitors -- a 35% increase from the previous year. Of these, over 17,800 fairgoers participated in at least one of the 30 on-site studies. Studies enrolling adults averaged 165 participants per shift (5-6.5 hours), with a range of 56-386. Studies enrolling youth averaged 75 participants per shift (range 35-119).

When D2D researchers were surveyed about their experience, nearly all respondents indicated they were satisfied or very satisfied with conducting research at D2D, and most expressed interest in future participation. In summary, bringing your study to the Minnesota State Fair affords you the potential to reach a large, diverse, untapped population of potential research subjects, facilitating rapid and high enrollment.

WHO MAY CONDUCT RESEARCH AT D2D?

Faculty, students and staff from all UMN campuses, other colleges and universities, and public and private institutions across the state are eligible to apply. Collaboration is encouraged. Projects led by
students and staff must have a faculty member as principal investigator or co-principal investigator. Students must provide the name and signature of their academic advisor.

**RESEARCH FOCUS**

There is no specified research focus to which projects must adhere. Research from a broad array of disciplines is encouraged. The focus of the review is not on the research question, but rather on whether the research project:

- Is interactive with the public, involving human subjects by collecting data through surveys, focus groups, biospecimens, measurements, tests, or other means,
- Is appropriate for the state fair environment,
- Is minimally invasive, posing minimal risk,
- Requires no more than 30 minutes of a participant’s time during the fair.

Preference will be given to projects designed for on-site data collection. However, projects recruiting solely for off-site studies are encouraged to apply, at a reduced fee. Multiple-year projects are accepted.

**RESOURCES PROVIDED AND FEES**

The D2D Research Facility accommodates up to ten studies at a time, in curtain-partitioned bays approximately 10’ wide by 12’ long. Studies are scheduled in two shifts, from 9am-2pm and 2:30pm-9pm, providing a total of 240 shifts over the 12 days of the fair. Research space and shifts are assigned after application determinations are made and participation confirmed. The average number of shifts per study in 2017 was 4.1 (median = 4, range = 1-10).

D2D is a self-supporting Internal Service Organization housed in the UMN Division of Epidemiology and Community Health. Fees support rent, facility maintenance, state fair licensing, admission tickets, furnishings, equipment & supplies, and staff support to organize the program. Studies with no UMN investigator are charged an additional 25% administrative overhead fee. Fees are as follows:

- Studies with on-site data collection and a UMN principal investigator: $806 per shift.
- Studies with on-site data collection and no UMN principal investigator: $1008 per shift.
- Recruitment-only studies with a UMN principal investigator: $250 per shift.
- Recruitment-only studies with no UMN principal investigator: $313 per shift.

In addition to research space, the following resources are included in the fee:

- Free admission to the State Fair for researchers and their staff (up to 4 tickets per shift);
- iPads linked to consent forms and survey instruments;
- U of M Secure high-speed wireless and hardwired internet access;
- Tables and chairs, basic anthropometric equipment, and supplies;
- Refrigerator and freezer space for on-site sample storage;
- Consultation with D2D staff on maximizing your recruitment goals, obtaining IRB approval, determining staffing needs, setting up your research area, recruiting subjects, working in the State Fair setting, and more;
- Compliance with State Fair rules and regulations.

A *Facilities Page* for inclusion in grant proposals is available for download on the [D2D website](#).
SHIFT ESTIMATION

Many factors influence enrollment, including eligibility criteria, protocol (topic, length and methods), incentives (giveaways), staffing, recruitment methods, and the mix of studies in the building. The weather, day of the week, and time of day can also affect fairgoer traffic through the building.

In 2017, average enrollment per shift was 165 (range 56-386) for adult studies with no other eligibility exclusions, and 75 (range 35-119) for youth studies with no other eligibility exclusions. To estimate the number of shifts your study needs, use the 2017 ranges, adjusting up or down based on your budget and the factors described above. Alternatively, you may start with the following formula, and then adjust as described:

- \( \text{Number of shifts} = \frac{\text{enrollment goal} \times \text{protocol length}}{\text{number of participants (or iPads) your staff can manage at one time} / 300} \), i.e., the number of minutes in a 5-hour shift.

Two staff are required per shift, but many studies have used more (e.g., 3-4) to accommodate more participants. We recommend that you recruit students as additional staff. Students benefit from the research experience and are often happy to work for the free admission ticket or a small stipend. However, keep in mind space limitations.

As mentioned, incentives can affect your enrollment. Your options include:

- Individual incentive: With this option, you are required to give an incentive of equal value, or a choice of incentives, to each participant. It’s a good idea to order extra incentives in the event you overshoot your enrollment goal.
- Prize drawing (e.g., gift card or electronics): This is a good option for those with a large enrollment goal but a limited budget. You will be required to hold the drawing during the fair and report the winner(s) to State Fair administration.
- No incentive: Some D2D studies have not given incentives and still reached their enrollment goals.

REVIEW PROCESS

Round Two applications will be accepted on a rolling (first come-first-served) basis. Applicants will be notified of acceptance no later than March 15, 2018. A complete D2D calendar is available on the D2D website.

Applications will be screened to confirm eligibility based on the criteria above. A review team will then evaluate eligible applications using the considerations outlined in “Research Focus,” above. The D2D team will not conduct a full scientific review of your project. It will be expected that research projects have undergone adequate peer review through applicable mechanisms.

Researchers will be responsible for obtaining protocol approval or exemption from review, from the University of Minnesota Institutional Review Board (or another IRB, for applicants not affiliated with the UMN). The UMN IRB will hold a special session to review D2D applications. Studies with currently-approved IRB applications and studies conducted at D2D in previous years must also be approved. Researchers will be required to submit their applications by the deadline to be set forth by the IRB (on or about May 1, 2018).
FUTURE TRACKING OF SELECTED PROJECTS

Success of the D2D Research Facility is measured by the number of research projects using the space, the number of fairgoers enrolled, and the number of peer-reviewed manuscripts published and grant applications submitted using data collected at the building. If your project is selected for participation, you will be asked to provide this information.

CONTACT US

Thank you for your interest in D2D. Please contact Pat McKee, D2D Manager, at d2d@umn.edu or 612-626-8590 with questions regarding this Announcement, or to be placed on our mailing list for future announcements and updates. For more information, go to the D2D website at http://d2d.umn.edu.

D2D DIRECTORS

Ellen Demerath, Ph. D., Division of Epidemiology & Community Health, School of Public Health
Logan Spector, Ph. D., Department of Pediatrics, Medical School