

D2D: The Driven to Discover Research Facility

at the Minnesota State Fair

2019 HANDBOOK FOR RESEARCHERS AND STAFF

The D2D Team

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D2D email: d2d@umn.edu

D2D website: <http://d2d.umn.edu>

D2D Facebook: Driven to Discover Research Facility

Building Location: 1367 Cosgrove St., Falcon Heights

We are here to help make your research project a success. Contact us at any time. At the fair, at least one member of the D2D team will be present at all times.

The D2D Facility

The D2D building provides over 2,500 square feet of research, storage & office space. Open houses will be held in June/July (also by appointment) to view the research environment prior to the fair.

- The lighting is excellent: a mix of natural and overhead daylight fluorescent.
- The floors are sealed concrete.
- The building has large overhead fans and operable windows, but no air conditioning.
- There are no restrooms nor running water in the building. Restrooms are across the street, and a potable water tap on the back (exterior) of the building.
- The building can accommodate up to ten projects at a time.
- Research bays are approximately 10' x 12', created with pipe and drape partitions.

The following resources are provided by D2D and included in the fee:

- iPads
 - Order all resources from D2D in April (watch for email).
 - Order as many iPads as you think you can use and monitor at once; generally, about one per study staff.
 - We will request a link to your survey instruments and/or other study materials in late July. Changes can still be made to your instrument after you create the link. We will create a page of these links and place a link to the page on each iPad.
 - We recommend using free survey software supported by the University – either REDCap or Qualtrics. Notify us if you plan to use a different survey platform or software, to ensure iPad compatibility.

- **IMPORTANT:** Thoroughly test your instrument (on an iPad, if possible) before moving it to production status. Test again prior to the fair in the event you made changes. D2D staff are happy to assist you and provide one of our tablets for practice.
 - Pick up your iPads at the D2D office at the beginning of each shift.
 - Never leave iPads unmonitored – they are easily stolen.
 - Charge iPads during downtimes and return fully charged at the end of your shift.
 - Drop off your iPads at the D2D office after your shift.
- Secure UMN WiFi
 - You may wish to bring a small number of paper surveys in the event internet connection is temporarily lost.
- Admission tickets (1 per staff, per day; up to 4 tickets per shift for each study)
- Tables (48" x 30")
- Folding chairs (plus 3 rolling arm chairs)
- Tabletop privacy dividers (black cardboard, 16" tall, max. 4 per table)
- Rolling room partitions (75" tall x 48" wide)
- Anthropometric equipment (scales, stadiometers, BP machine)
- Refrigerator and freezer for temporary biosample storage (residential model)
- Refrigerator and freezer for food and beverages
- Signage
 - D2D provides a large, chalkboard sign on an easel with your catchy title and *brief* eligibility criteria.
 - If your study has extensive inclusion/exclusion criteria, or criteria of a personal nature that you don't want to list on your sign (e.g., "BMI > 35", "pelvic pain"), consider listing these on a card to give people waiting in line at your booth, so as not to waste fairgoer's time.
 - We encourage you to bring additional promotional materials or visuals to draw fairgoers to your bay.
- Other: D2D provides drinking water, fans, paper towels, tissues, hand sanitizer, alcohol wipes, cleaners, garbage cans, storage carts, power strips, extension cords, and a hazardous waste disposal bin. We will rent a hand-washing station, if needed. There are ample electrical outlets and Ethernet connections in the building.

Timeline Overview

- March: Kickoff Meeting
- Mid-April: *Scheduling & Resources Survey*: Provide shift preferences, catchy title, brief lay description, and final eligibility criteria. Order tickets, iPads, backpacks (if any), and other equipment & supplies.
- May 1: IRB applications due (see IRB section for details)
- June/July: Shift schedule finalized, building open houses
- August: Drop off supplies & equipment
- August 22-September 2: State Fair
- October: Report enrollee demographics, feedback survey, billing

Shift Scheduling

There are two research shifts each day: the Day shift (9am to 2pm) and the Evening shift (2:30pm to 9pm). The Evening shift is longer because fairgoer traffic tends to be lighter in the evening. Building doors are closed from 2:00 to 2:30 to allow time for the shift change. Project staff should arrive 30 minutes before their shift to set up. Day shift studies should stop recruiting before 2pm to allow the Evening shift enough time to set up before the doors reopen. You may choose to work 12 hours (back-to-back) shifts.

We accept 30-60 projects each year. We request scheduling preferences in April and work with you through early June to create a shift schedule. We try to accommodate all requests, but flexibility is necessary due to the competing needs and preferences, as well as our desire to have something in the building for every fairgoer. All researchers should be prepared to work both evening and weekend shifts.

The State Fair requires us to be open from 9am to 9pm for the 12 days of the fair. Once the schedule is finalized, *you must be present during all of your shifts, even if you reached your recruitment goal in a previous shift.* If you have reached your goal, or have no more incentives to give away, you may talk with fairgoers while not enrolling them. It is allowable to talk with the public about your research, your lab, or department, and is considered community engagement. This is allowable by the IRB.

The Fair offers discounted tickets as follows on the following Promotional Days:

- Aug 22: Thrifty Thursday – Discounted tickets (\$10 for Seniors 65+ and kids 5-12)
- Aug 26: Seniors and Kids Day – Seniors (65+) and kids (5-12)
- Aug 27: Military Appreciation Day – Military families (active & vets)
- Aug 28: Read & Ride Day – Public library card holders
- Aug 29: Seniors Day – Seniors (65+)
- Sept 2: Kids Day – Kids (5-12)

IRB

All studies must have IRB approval to conduct their studies at D2D, or demonstrate exemption from review. This includes ongoing studies with already-approved applications. The UMN IRB holds a special session to review D2D studies for ethical considerations unique to conducting research at the State Fair. Contact Clinton Dietrich at dietr006@umn.edu if you have questions about your UMN IRB application.

UMN IRB Timeline:

- May 1: Protocol and all ETHOS documents are due to the IRB, including modifications to existing applications.
 - Please start your submission well before May 1 to allow plenty of time to collect the required materials, especially if you have never done an ETHOS submission before.
 - Please start your short title with “D2D” on your submission to help the IRB identify D2D studies.
- May 15: The IRB notifies researchers of approval, or modifications required to secure approval.
- June 12: Researchers submit required modifications.

- July 24: All remaining follow-on submissions are due, including staffing changes. The only changes the IRB will accept after this date are enrollment increases, necessary due to fluctuating nature of state fair attendance.

All study staff must comply with IRB requirements and complete human subject's research training (CITI) prior to working their first shift. Again, give staff plenty of time to complete the training as it generally takes longer than expected.

Consent/Assent Best Practice

All consent/assent forms must be approved by the IRB. Projects conducting survey research without collecting identifiable data are encouraged to request a Waiver of Documentation of Informed Consent. Intoxicated individuals are not able to provide informed consent. Persons obtaining informed consent must use their best judgment as to potential participants' level of intoxication and may inquire about recent alcohol consumption as necessary. Train your staff accordingly.

Consent or Assent for Children: Typically a study should plan to consent the parent of someone under age 18 AND assent the child to participate in a study at the fair. However, a PI may request a Waiver of Parental Permission in order to engage with children under age 18 where parental permission is not reasonable, for example, teenagers visiting the fair with their friends, unaccompanied by parents/legal guardians.

D2D advocates for best practice procedures for participant consent in the very busy fair environment. Investigators should allow adequate time for informed consent, which will be proportional to the complexity, commitment, and personal implications of the study to participants. At minimum, a participant should be verbally instructed as to the following:

1. Aim of study
2. Length of time estimated for participation
3. Privacy/confidentiality
4. Voluntary nature

Preparing Your Measures

Please practice your measures ahead of time. D2D recommends you prepare office space to simulate a booth to practice with various layouts, and practice participant flow. Train your staff so they are prepared for work, and determine your measures are valid, ready to collect the information you want.

Practice your survey. If you wish to practice on an iPad once the links page has been created, this can be arranged. D2D *highly recommends* practicing and simulating data collection prior to the start of the fair.

Remember, questions should be voluntary, thus you may wish to add a "Refused" response option to your survey so you know if someone chose not to answer, or if they missed a response by mistake. If all questions are required for participation (as with screening questions, for example), consider adding an introductory statement explaining this and/or verbally instructing the participant as such. If someone chooses to not answer some of your required questions, D2D recommends they be given a reimbursement.

Remember, even if you have reached your recruitment goal, or run out of incentives, you are required to still staff your booth and engage with fairgoers, even if you don't enroll them. This is community engagement and is allowed by the IRB.

Incentives

Offering an incentive will increase your enrollment. If the cost of giveaways is beyond your budget, consider having a drawing, e.g., for gift cards, an electronic gadget, etc. If you offer an incentive, the IRB will require you to offer one to every participant, even if you enroll more subjects than you planned. As noted earlier, the potential to overshoot your enrollment goal exists, so we suggest having extras on hand, if possible.

- Example IRB language: "A UMN drawstring backpack or other token gift worth less than \$1.XX will be provided."
 - Tip: We recommend including the phrase "or other comparable incentives of equal value" when describing your incentives in your IRB application. Your original incentive may be unavailable at the time you need to purchase more.

All giveaways and drawings must be registered and approved by the Minnesota State Fair. We will provide you with the proper registration forms when the Fair releases them in June. Investigators utilizing a drawing must keep identifiable information used to contact winning participants separate from the study data. Investigators will destroy all drawing entry data after notifying the winners.

University of Minnesota drawstring **backpacks** have been in high demand by fairgoers. We will request your order in April, and the bags will be delivered directly to the fairgrounds in early August. The cost is TBD -- about \$1.69 per bag.

The State Fair prohibits adhesive-backed labels, stickers and balloons on the fairgrounds. They also prohibit free food or beverage samples as giveaways since they would compete with fair vendors.

Delivery of Supplies & Equipment

Vehicles are not allowed on the fairgrounds during the fair. We will ask you to box and label your supplies and deliver them to the facility 1-2 weeks before the fair. Backpacks ordered through D2D are delivered directly to the facility. Unused supplies can be picked up after the fair is over.

Contact D2D in early August to arrange delivery of large or sensitive equipment. D2D freezers are residential models, so if you are collecting biospecimens, determine if you need to take these with you at the end of each shift.

Onsite Staffing

You are responsible for providing research staff for your booth. You must have a minimum of two staff at all times to accommodate employee breaks. At least one person must oversee the booth at all times. Each study is responsible for scheduling lunch and dinner breaks for staff.

The more gregarious and outgoing your staff is, the better your recruitment will be. Also, the more staff available to recruit, consent, weigh, test, etc., the more participants you'll enroll. It can be difficult to

find ample staff, so we recommend recruiting student volunteers throughout spring semester. This can be a cost effective way to staff your booth and gives students hands-on research experience.

Provide staff training prior to the start of the fair. Staff should be trained on enough information to be able to speak to fairgoers confidently about the study they represent and be able to answer questions. Staff should be trained on consenting and data collection procedures by the study, not D2D, as we are not familiar enough with your project to be able to train others. D2D strongly encourages staff training prior to the fair as very busy, noisy conditions during the study shift are not conducive to training on site.

All research staff must wear University of Minnesota related shirts and close-toed shoes (for safety reasons). Shorts are acceptable. Please be prepared for inclement weather (e.g., heat, rain).

Listing Staff on IRB Applications – some details regarding external team members and reliance are currently in flux. Check with Clinton if there are questions.

- VA staff working on studies that fall under the UMN IRB: If PI has both UMN and VA appointments and needs to seek IRB approval at the VA, the VA-only staff only need to be listed on the VA protocol.
- Independent scholars: Contact relyirb@umn.edu early in the process.
- Unaffiliated volunteers: must be listed on HRP-216 – External Team Member Form.

At the Fair

Admission: D2D provides one ticket per staff, per day, up to a maximum of four tickets per shift. If you need additional tickets, reduced price tickets can be purchased online or at Coffman Union prior to the fair. (\$12 if purchased now through August 21, \$15 if purchased after the fair starts.)

Transportation and Parking: Driving on the fairgrounds is prohibited on fair days between 8am and 11pm. Access roads (Como, Snelling and Larpenner) get completely jammed at times. We recommend taking the bus. There are ample free Park & Ride lots around the University and the Twin Cities. Parking lots and bus stops on the fairgrounds are at least a 15-minute walk from the D2D building, so leave plenty of time. Consider bringing a wheeled cart if you plan to carry in supplies.

Working your shift:

- Arrive at the fair a half hour before your shift.
- Go to the office and announce your arrival to D2D staff so we can help you set up.
- Arrange the tables and chairs in your research bay however you wish, as appropriate for your study.
- Carry your supplies, equipment and incentives to your research bay (D2D staff can help).
- Check out your iPads and test the link on each one. We recommend you open the instrument for each participant before handing them the iPad, so they don't accidentally take the wrong survey.
- Wipe the iPads (and any other equipment) clean after each use. Wipes are provided.

- You are allowed to stand outside the building with signs and incentives, and recruit for your study or encourage people to check out the building. However, you may not leave the property boundaries, or post materials elsewhere on the fairgrounds.
- At the end of your shift, return your iPads (clean and charged) to the office and store your supplies.
- Working at the fair can be exhausting, and some fairgoers can test your patience. However, we are committed to treating every fairgoer with kindness and respect, as we want them to come back next year (and tell their friends about us)!

Promotions

University Relations will promote D2D studies on Facebook and local media, including TV, radio and print. The State Fair includes our study schedule in their mobile app, and lists some of our incentives and prize drawings in their “Deals, Drawings & Giveaways” brochure. We do daily postings on the D2D Facebook page during the Fair, and submit information to organizations catering to special eligibility groups for inclusion in newsletters, bulletins, etc. To help us promote your study, we ask you to provide (in the April Scheduling and Resources Survey):

- A short, catchy title for your study
- A brief lay description of your study (100 word maximum)
- The eligibility criteria you would like displayed on your sign (the fewer words, the better; e.g., do not include “English-speaking”)

You are encouraged to advertise your projects on your own as well, especially if you have limiting eligibility criteria. At the Fair, you are encouraged to recruit outside, within the building lot perimeter, but *recruiting, advertising, or posting study materials elsewhere on the fairgrounds is prohibited.*

After Fair Reporting

We ask each study to complete a brief follow-up survey on your experience conducting research at D2D and your suggestions for improvement. In addition, we request final enrollment numbers and the following raw data, including the date/time stamp: age, sex, race, education, and zip code of participants. This information will be helpful to future researchers, and help us target promotional materials. Finally, in the spring, we’ll ask for information on any peer-reviewed publications, graduate dissertations and theses, or grant applications submitted using data collected at D2D. We provide this information to potential sponsors and fairgoers looking for information on studies they participate in.

Billing and Shift Estimation

Each UMN study will be billed for shifts (and backpacks, if applicable) after the fair. Fees are \$867 per half-day shift for on-site studies and \$450 per shift for recruitment-only studies (no data collection). Studies with no UMN investigator will be charged additional administrative overhead fees.

Important: Please notify the D2D Manager immediately if you would like to change the number of shifts that have been reserved for you so we can attempt to fill your shifts from the waiting list. D2D is a self-supporting facility and depends on shift fees to cover operating expenses.

As described in the D2D Research Opportunity Announcement, the number of shifts needed to reach your enrollment goal can be estimated based on the previous years' enrollment numbers or the following formula:

- *Number of shifts = enrollment goal x minutes participants spend engaged with study / number of participants (or iPads) your staff can manage at one time / 300, i.e., the number of minutes in a 5-hour shift.*

This estimate must then be adjusted up or down based on additional factors, such as your inclusion/exclusion criteria, methods, incentive, and recruitment efforts. Enrollment can also be affected by the weather and the mix of studies in the building at the time.

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