

Phase 1: Research Question 1

Exploring ethnically specific channels on reach

13 Ethnically specific Recruitment Channels

- 2 Ghanaian churches (women's movements)
- 2 Ghanaian women's organizations
- 2 Surinamese women's organizations
- 2 Surinamese-elderly women's organizations
- 1 Surinamese radio program
- 1 Surinamese radio spot
- 1 Caribbean-Surinamese radio program
- 1 Antillean radio program
- 1 Antillean church

Reach

Reply cards
(main source)
Observations
Interviews key figures*

Explanations for Reach

Observations, Interviews mothers*,
Interviews key figures*

Phase 2: Research Question 2

Exploring ethnically matched versus Dutch recruiters on reach and participation

MATCHED CHANNELS

7 Channels – Intervention group

- 1a: Ghanaian church
- 2a: Ghanaian women's organization
- 3a: Surinamese women's organization
- 4a: Surinamese-elderly women's organization
- 5a: Surinamese radio spot
- 6a: Antillean radio program
- 7a: Antillean church

6 Channels – Comparison group

- 1b: Ghanaian church
- 2b: Ghanaian women's organization
- 3b: Surinamese women's organization
- 4b: Surinamese-elderly women's organization
- 5b: Surinamese radio program
- 6b: Caribbean radio program

+2 Comparison Channels (General)

- 7b: Community project
- 7c: Immigrant organization (via school)

Intervention

Ethnically Matched Recruiters:
Key figures within organizations

Comparison

Dutch Recruiters:
Dutch Health Educators

Receptivity

Observations
Interviews mothers*
Interviews key figures*

Participation

Registration records

Explanations for Receptivity and Participation

Observations, Interviews mothers*,
Interviews key figures*