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 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*

Explanations for Receptivity and Participation
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

Observations
Interviews mothers*
Interviews key figures*

Receptivity
Observations
Interviews mothers*
Interviews key figures*

Participation
Registration records

Comparison
Dutch Recruiters: Dutch Health Educators

Observations
Interviews mothers*
Interviews key figures*