



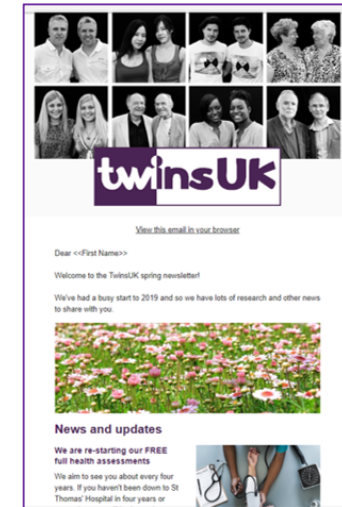
# In it for the long haul

Addressing attrition and boosting participant engagement at TwinsUK

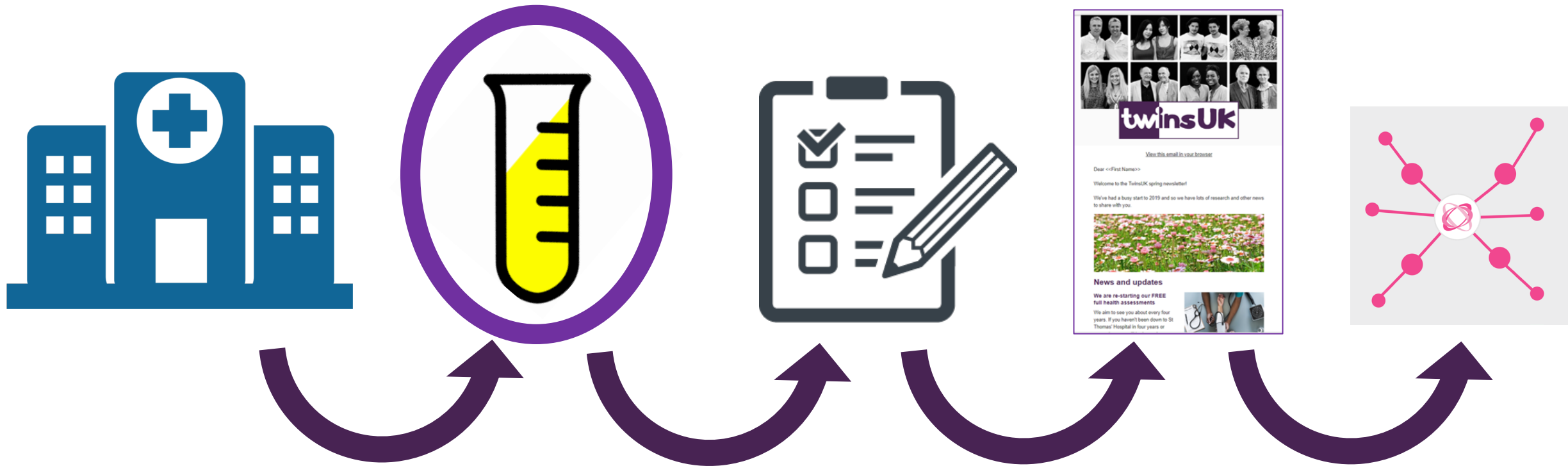
Paz García – Engagement & Communications Manager, TwinsUK

@SciencePaz

# How can we retain our longest-standing participants?



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# Keeping Together – Pilot van

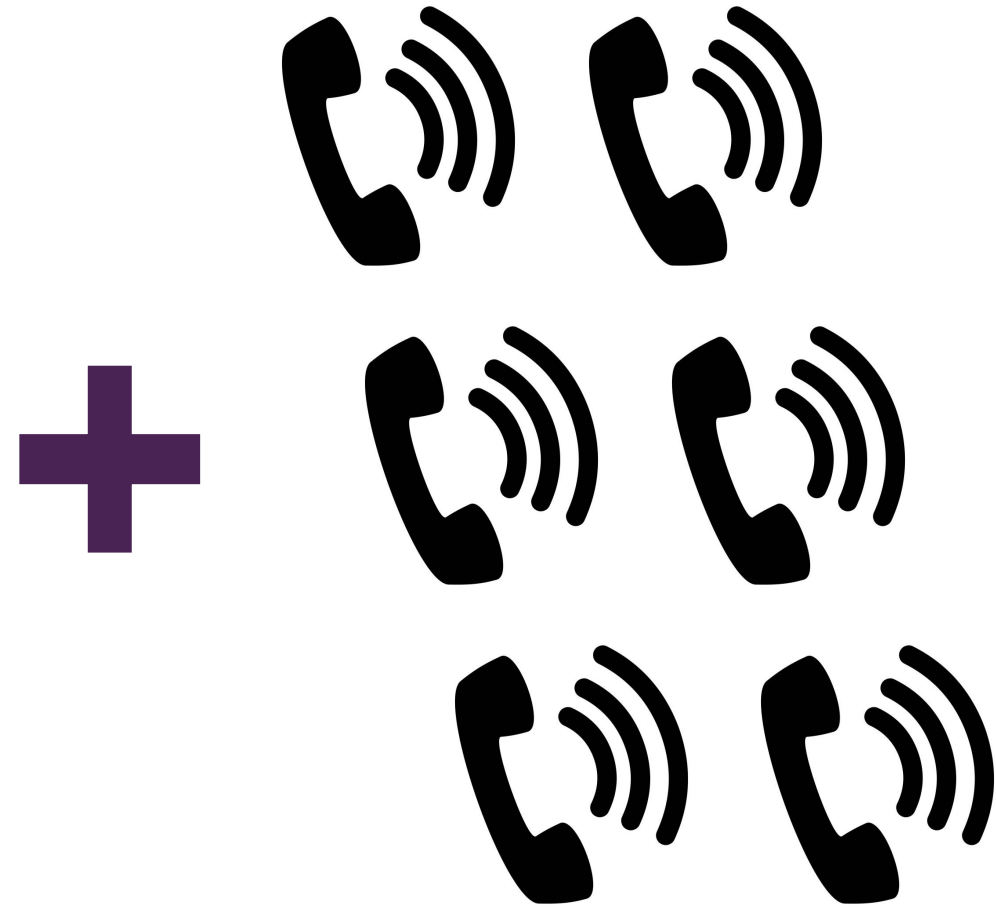




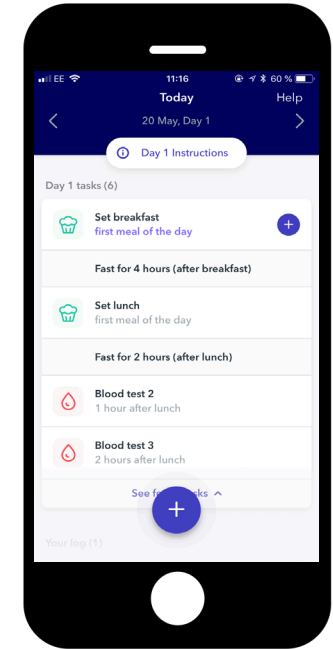
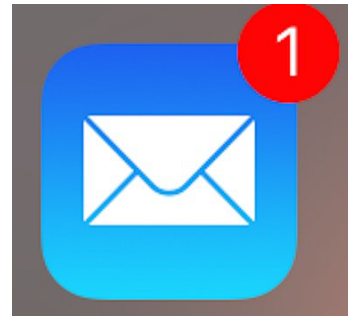
# Keeping Together – Pilot box



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# How can we keep studies and communications relevant for participants 18-100 years old?



# How do we retain participants over many years?





