

RECRUITMENT MATERIALS OVERVIEW

Research studies often involve recruiting potential participants using a variety of methods, such as flyers, posters, brochures, media advertisements, recruitment letters/emails and word-of-mouth recruiting.

Recruitment materials must be reviewed by the IRB prior to their use by an investigator in order to make sure that the information is not misleading or coercive to participants.

Include the following in any recruitment material:

- Clearly state that this is a research study
- Purpose of the study
- Eligibility criteria
- Voluntary nature of participation
- What participation will involve (basic procedure and time commitment)
- Benefits to participation, if any
- Contact information (name, number/email) to get in touch if interested