

## UNIVERSITY OF HAWAII - HUMAN STUDIES PROGRAM

### Guidelines for Designing a Recruitment Flyer For a Research Study

Recruiting research volunteers is part of the informed consent process. Researchers should submit their recruitment plan, recruitment flyer and other recruitment materials, in their final format, to the IRB with their new study application. Recruitment materials must not be used until they have been approved by the IRB. Any changes to approved recruitment materials of plans require IRB approval as a study modification.

- Your flyer must make it clear that this is a “RESEARCH” project. It is not sufficient to describe it only as a “study.”
- Describe the purpose of the research.
- Name the institution performing the research, (e.g., University of Hawaii) and the Principal Investigator.
- For treatment studies, make sure the word “experimental” precedes all uses of the word, “treatment.”
- Avoid words or symbols that may be coercive such as dollar signs or words like, “exciting,” “promising,” or “free.”
- If compensation is listed, do not over-emphasize it or describe it as a benefit or an incentive. Compensation is for the time, trouble and expense of taking part in research.
- Keep your approach honest and straightforward.
- Keep the design of the recruitment flyer simple (not busy); make sure there are no grammatical or spelling errors.
- Make sure the flyer is easy to read and understand (avoid technical terms).
- Include the basic eligibility criteria (e.g., if you are 18 - 54 years old, female, and do not smoke...).
- Provide the contact information. Write, “For more information, contact...” rather than, “To volunteer for this study, contact...”
- Include a footer at the bottom of your flyer that documents the date of IRB approval of the flyer.