**RECRUITMENT MATERIALS**

Investigators must submit all recruitment materials for IRB review and approval prior to implementation and the IRB application must describe how the materials will be used. Recruitment materials may include, but are not limited to, flyers, letters, emails, newspaper, radio or television advertisements, posters, brochures, press releases and website postings.

**General Requirements** – Recruitment materials must meet the following criteria:

* \* Purpose indicates that the activity is research.
* \* Free of deception and exculpatory language (e.g., releasing the investigator or sponsor from liability).
* \* Language and terminology is appropriate for the intended audience. In most cases this  means the material should be written in clear, direct lay terms, at a level likely to be readily understood by potential participants, and must be clearly presented as recruitment material.
* \* Font size or other visual effect is not misleading or presents undue influence/coercion.
* \* Compensation is not overly emphasized, misleading or presents undue influence/coercion.
* \* Potential benefits of participation are not misleading or present undue influence/coercion.
* **Information to be Included** – Recruitment materials (including oral recruitment scripts) should generally be limited to information potential participants need to determine their eligibility for, and interest in, the study. This typically includes the following criteria.
* \* Name and contact information of the investigator and the organization conducting the study.
* \* Brief description of the condition or concept being studied and/or the purpose of the research.
* \* Summary of criteria that will be used to determine study eligibility or exclusion.
* \* Time or other commitment required of the participants.
* \* Person or office to contact for further information.
* \* **If compensation is offered:**
* statements about payment should not be emphasized by LARGE or bold type relative to other statements (if in writing); and the amount of payment should be preceded by “up to” (e.g., “up to $100”) if not all participants will receive the full amount.

The IRB must review copies of final versions of recruitment materials, however investigators are not required to submit non-amended materials when the only change is the advertisement appearing in a different version of the same medium (e.g. newspaper ad reappearing as a flyer – two versions of a print medium). Should an investigator want to use the same advertisement in a different medium for which they have not obtained approval, an amendment to the study should be submitted to the IRB for review and approval. An example would be an investigator who is approved for print media, but not electronic media, wants to post the IRB-approved advertisement in a flyer to an electronic bulletin board or webpage.