

CUH IRB Recruitment Materials Checklist

(For Emails, Flyers, Posters, Social Media, or Announcements)

Recruitment materials are the first point of contact with potential participants and therefore **begin the informed consent process**. They must meet **federal and institutional requirements** for clarity, accuracy, and ethical communication. National guidance (e.g., FDA, NIH) emphasizes that recruitment information should be concise, focused on determining interest and basic eligibility, and **free of coercive or misleading language**.

All recruitment materials, **regardless of format, must be reviewed and approved by the IRB before use**. The guidance below outlines required elements, prohibited content, and expectations to ensure recruitment aligns with federal regulations and protects participant rights. These guidelines apply to **all types of recruitment**, including emails, flyers, posters, social media, websites, and materials shared through individuals or organizations assisting with dissemination.

1) Study Identification

- Study title (can be shortened if long)
- Include the word "research" (e.g., "You are invited to participate in a research study...")

7) Compensation

- Amount (if any), stated clearly
- Method (gift card, course credit, etc.)
- If none, say "No compensation is provided."

2) Investigator Information

- Name of the Principal Investigator (PI)
- University/department affiliation
- Contact information (email; phone optional)

8) Confidentiality and Privacy

- (Short statements only – full details belong in the consent)
- How privacy will be protected ("Your responses will be kept confidential...")

3) Purpose of the Study

- 1-2 sentence explanation of what the research is about
- No scientific jargon

9) Voluntary Participation

- Statement such as: "Participation is voluntary. You may choose not to participate."

4) Eligibility Criteria

- Brief statements about who can participate
- Optional: who cannot participate (if relevant)

10) How to Sign Up or Learn More

- Clear next steps ("Click here," "Email the PI," "Scan QR code," etc.)

5) What Participation Involves

- Activities participants will complete (survey, interview, etc.)
- Estimated time commitment

6) Location & Format

- In-person location OR
- Virtual platform (e.g., Zoom, online survey link—survey link only after IRB approval)

Common Issues to Avoid

- ✗ Not identifying the message as research
- ✗ Not providing enough information for someone to make an informed decision
- ✗ Overly persuasive or coercive language
- ✗ Promising specific benefits
- ✗ Using a recruitment email as if it were a casual invitation
- ✗ Distributing/posting materials before IRB approval