**Guidelines for Developing Recruitment Materials**

Provide the IRB with all of the study’s recruitment documents as they will be used (e.g., reflect the formatting and images that will be used).

Advertisements and recruitment materials should incorporate the following basic guidelines:

1. The approach is straightforward and honest.
2. Easy for subjects to read and understand, preferably around a seventh grade reading level (for example, be sure to use non-technical/scientific terms).
3. “Research” is specified.
4. Eligibility criteria are included.
5. The purpose is clearly stated.
6. If treatment is included, the word “experimental” must precede all uses of the word “treatment”.
7. The benefits are included.
8. If compensation is listed, language should clarify that the compensation is for the time, trouble and expenses involved with being a research participant.
9. The contact person’s name in included.
10. While providing the research team’s contact information, write, “For more information contact…” as opposed to writing, “To volunteer for the study contact….”. The reason for this guideline is that the recruitment document must not imply that subjects are volunteering when they contact the research team. Instead, subjects are potential volunteers and may only volunteer once they are provided consent information.
11. The institution in defined.

Advertisements must not over-emphasize compensation or use catchy words such as “fast”, “exciting”, “cutting-edge”, and “free”. Advertisements should not claim, explicitly or implicitly, that the research is treatment or is superior to any current practice. Extravagant attention-getting devices such as extremely large or bold interfaces and dollar signs are prohibited. Advertisements should not pressure readers into participating.

“Guidelines for Developing Recruitment Materials”. *Virginia Tech Institutional Review Board.* 2017 Virginia

Polytechnic Institute and State University. Web. 9 August 2017.