

Quick Tips for Recruitment

Materials

Things to Know When Developing Recruitment Materials for JHM SOM IRB Applications.

Do we have a template already created?	Telephone Screening Script Recruitment Ad Template
What type of file is accepted?	Word Document or PDF See guidelines for additional info
Does the document need to be formatted?	1.5-inch margin needs to be included at the top of the document to leave room for the JHM IRB approval stamp.
What types of recruiting tools may be used?	<p>All proposed printed advertisements or brochures, web postings, social networking site advertisements (i.e. on Facebook), or audio/video advertising, and all communications with primary care physicians, other investigators, or potential subjects informing them about a study must be submitted for IRB review and approval prior to use.</p> <p>In the case of social networking or search site advertisements, investigators are encouraged to consult the Hopkins Medicine Internet Marketing and Web Services group http://www.hopkinsmedicine.org/webcenter/index.html for strategic advice about how to target recruitment ads effectively.</p>
What information must be included in recruiting tools?	<ul style="list-style-type: none">• The name of the principal investigator• The contact information to learn more about the study• The condition under study and/or the purpose of the research• A specific reference to “research study” in the text• The JHM IRB protocol number <p>Other information may be included. See our guidelines for all.</p>

Are there any restrictions on recruitment materials?

- Advertisements that are unduly coercive or promise a certainty of cure beyond what is outlined in the consent and the protocol.
- Advertisements that make claims, either explicitly or implicitly, that the drug, biologic, device or other research procedures are safe or effective for the purposes under investigation, or that the test article or other research procedures are known to be equivalent or superior to any other drug, biologic, device, or procedure.
- Advertisements that use terms such as "new treatment," "new medication" or "new drug" without explaining that the test article or the research procedures are investigational or experimental.
- Advertisements that promise "free medical treatment," when the intent is only to say subjects will not be charged for taking part in the investigation.
- Advertisements that emphasize the payment or the amount to be paid, by such means as larger or bold type, although it may state that subjects will be paid.
- Advertisements on social networking sites that target subjects under the age of 21 for studies involving illegal activities (i.e. underage drinking, illegal drug use) or for studies involving subject matter that the IRB determines is too sensitive for targeted advertising.

Explore our [Policy on the Recruitment of Study Subjects](#) and our guidelines for [Recruiting Study Subjects](#) to familiarize yourself with our criteria.

Relevant Resources

[Recruitment and Referral - Patient](#)

[Recruitment - Departmental Communications to Patients about Ongoing Research](#)

[Recruitment of Students and Employees](#)



Request a
Consult

If you require a more comprehensive discussion, please request a consult by clicking on this [link](#). A virtual meeting with a member of our staff will be scheduled using MS Teams.