Guidelines for Recruitment Flyers

NOTE: Recruitment materials must have appropriate approvals/acknowledgements before they can be used/posted.

1. Recruitment flyers are the most common source of recruitment materials* and should be provided to the IRB at the time of the initial IRB protocol submission. However, if recruitment flyers are added later or edited, they must be submitted as an amendment to the IRB. The final sample of the recruitment flyer must be included in the IRB submission (showing actual size of fonts and visual effects). Be sure to use a font that is easy to read, minimizes clutter on the flyer, while making the flyer attractive.

2. A recruitment flyer, at a minimum, must include the following:
   - Atlanta VAMC logo (found on the AVAMC research web-site)
   - National VA logo (found on the AVAMC research web-site)
   - Title of the VA research study
   - Name of the VA PI
   - VA contact, VA address, and VA telephone number
   - The IRB # and the date the flyer was created in the footer
   - Indication that this is a research study

3. Additional elements of a recruitment flyer may include:
   - Purpose of the Research Study briefly stated in layman’s terms
   - Indication that participation is voluntary and willingness to participate will not affect the rights or benefits of the veteran
   - Eligibility requirement(s) for participants (Don’t use all, but select those which eliminate or select large groups (i.e., men with high blood pressure with no previous history of heart disease)
   - State the required activities of research participation. (Completion of questionnaire, blood draw, engage in low impact walking, etc.)
   - Time commitment or number of visits required of the subject (The study will last 6 months. There will be 2 visits and each visit will be approximately 2 hours long.)
   - Statement that compensation will be provided for participation-for travel and/or time
   - Provision for transportation to and from the AVAMC, if applicable

4. Recruitment Flyers should not have any of the following:
   - Coercive language
   - A promise of a cure, good outcome, or more benefits than listed in the study documents
   - A promise of free medical treatment
   - Focus on the compensation/reimbursement by bolding or increasing the font (compensation should not be incentive for subject participation)
   - Dollar amount of compensation (it may vary per participant)
   - No claims should be made for FDA test articles that imply safety and effectiveness or equality/superiority to other products on the market
   - Tear-off tabs with telephone numbers or other information

2/5/2013  *Other recruitment materials include brochures, posters, advertisements, etc. and all must receive IRB approval, SIO review and OPA approval prior to use.
5. Remember that the development of recruitment materials is the first step in the Informed Consent Process with a focus on the voluntary nature of research.

6. Make sure that the information in the recruitment material is consistent with the Informed Consent and protocol documents.

7. Research flyers must have IRB approval and review by the SIO for adherence to specific VA requirements.

8. Finally, the IRB/SIO approved/reviewed recruitment flyer must be reviewed and approved by the Office of Public Affairs (OPA). You can email the recruitment flyers directly to Robin Brown or Gregory Kendall (OPA).

9. After all approvals are obtained (IRB, SIO review, OPA), the recruitment flyers can be posted on bulletin boards only (do not tape to walls or doors) in clinical and research common areas throughout the Medical Center. DO NOT post any flyer until ALL approvals/reviews have been completed!

**Note:** In general, CSP and/or CIRB studies that use recruitment flyers are not able to create/edit recruitment flyers to include local requirements. These recruitment flyers also require approval from the Public Affairs Office prior to posting.

---

2/5/2013  *Other recruitment materials include brochures, posters, advertisements, etc. and all must receive IRB approval, SIO review and OPA approval prior to use.*