

Sample Flyer for Recruitment in Research
Social and Behavioral Sciences Form

Guidelines for Advertisement in Research

The IRB must approve all plans for advertisement.

Suggestions include:

1. Name and address of the investigator and/ or research facility/ institution.
2. Conditions under study and/or purpose of the research.
3. Inclusion/ exclusion criteria in summary form.
4. A brief list of procedures involved.
5. Time and other commitment required (number of visits, total duration including follow-up visits, etc.)
6. Compensation/ reimbursement.
7. Location of research and contact person for further information.

Additional Guidelines:

1. Advertisements should not emphasize monetary compensation.
2. Advertisements should not use catchy words like "free" or "exciting."
3. Advertisements should be very clear that research participation is what is being solicited.
4. Advertisements should not be misleading about the purpose of the research.

Source: Institutional Review Board Member Handbook

The following is an example recruitment flyer:

University of Miami

Study Title

[Volunteers] Wanted for a Research Study

(Summarize the purpose of the research and major procedures) For example, include a sentence about what is being tested. The ad must include the word “research.”

(Briefly list major eligibility criteria or major exclusion criteria, if applicable) Briefly identify the main eligibility criteria.

(Describe benefits, if any, of participation in the study) For example, “Study treatment will be provided at no charge.”

[*If you list compensation, do not emphasize it.* For example, you might simply say “Compensation will be provided for participation.” Include any forms of reimbursements.]

(List location of the research & contact information) If institution is named in the header, include location only if different from header. List who to call and a phone number. For instance, ‘For Information Call...’ or ‘To learn more about this research, call...’.

(List name & address/department of the investigator) List the name and address of the principal investigator. For example: “This research is conducted under the direction of (name, department).”