WANT $500?!?!?!

This new treatment is quick, easy, free, and better than the rest! We promise.

Just call us to participate! 555-555-5555
Study Recruitment Flyer Examples: The Bad

This page will review the “don’ts” of study recruitment flyers. Please review the last two pages of this document, titled “Creating Study Recruitment Materials: Important Considerations,” to learn more about the guidelines for creating study recruitment materials.

DON’T:

- Emphasize compensation, whether in text or image, compared to other study information
- Use fonts that are difficult to read
- Use too many images
- Use irrelevant, vague, and/or confusing images
- Use watermarked images
- Use overly staged images
- Overlap images and text
- Promise specific outcomes or benefits
- Suggest free treatment
- Suggest better treatment compared to others
- Suggest treatment at all without also noting the investigational nature of the research
- Leave out information about the study purpose, participation requirements, and eligibility criteria
- Leave out the concept that you are recruiting for a research study
- Forget to include the study title
- Forget to include the University of Denver logo
- Forget to include the researcher’s name and contact information, and, if there is a faculty sponsor, the faculty sponsor’s name and contact information
- Forget to include the phrase “This study has been approved by the University of Denver Institutional Review Board.”

In addition, you probably don’t want to:

- Use colors not approved within the DU Brand Visual Guide
- Use large amounts of bright/neon colors
- Use multiple different font styles or sizes
- Use low quality or distorted images
- Overlap multiple images
The purpose of this University of Denver research study is to explore the impact of Colorado weather on CO residents’ sense of well-being.

To participate in this research study, you must:

- Currently live in Colorado
- Be 18 years of age or older

Participation in this study involves completing an online survey 1 time per month for 6 months. Each survey will take about 15-20 minutes to complete. You will receive a $5 VISA gift card for each survey you complete for a possible gift card total of $30.

Contact Information
To learn more about this study, please contact:

Reese Archer
555-555-5555 | reese.archer@du.edu

Facule T. Spohnsr, Ph.D.
555-555-5555 | facule.t.spohnsr@du.edu

This study has been approved by the University of Denver Institutional Review Board.
**Study Recruitment Flyer Examples: The Good**

This page will review the “do’s” of study recruitment flyers. Please review the last two pages of this document, titled “Creating Study Recruitment Materials: Important Considerations,” to learn more about the guidelines for creating study recruitment materials.

**DO:**

- Include the study title and principal investigator’s name
- Use colors approved within the DU Brand Visual Guide
- Use images sparingly
- Use image styles approved within the DU Brand Visual Guide
- Use images that are relevant to the study
- Include reference to the University of Denver
- Briefly describe the purpose of the study
- Specify that this flyer is about a research study and is investigational
- Include eligibility criteria
- Describe the participation requirements, such as amount of time, frequency, travel, study location, etc.
- Include information about reimbursement and/or compensation, if provided
- Include the researcher’s name and contact information, and, if there is a faculty sponsor, the faculty sponsor’s name and contact information
- Include the University of Denver logo
- Include the phrase “This study has been approved by the University of Denver Institutional Review Board.”
Creating Study Recruitment Materials: Important Considerations

The IRB must review and approve the information contained in all advertisements that will be used to recruit subjects for a specific research study and the mode of their communication. Generally, advertisements used to recruit research subjects should be limited to information that a potential subject would need to determine if they are eligible and interested in participating.

More specifically, the advertisements should include information such as:

1. The name and address of the investigator and/or research facility, clearly identifying the research as a DU project.
2. The condition or disease that will be the focus of the research.
3. The purpose of the research with reference to the fact that the study is investigational.
4. If any, a brief list of potential benefits of participation.
5. A summary of criteria for eligibility to participate.
6. The time and other commitments that will be required of the subject.
7. The location of the study and the office to contact for further information.
8. If the study is conducted by a student investigator, the faculty sponsor’s name and contact information should be included.
9. If any, state that reimbursement for time, travel, etc. will be given.
10. Will contain the statement, “This study has been approved by The University of Denver Institutional Review Board.”
11. Include the DU logo on any advertisement.

The advertisement should not contain:

1. Emphasize the amount of reimbursement that subjects will receive by bolding or using large fonts. The ads may state that reimbursement for time, travel, etc. will be given.
2. Exculpatory language where the subjects would be required to give up some of their rights.
3. A promise for a favorable outcome or benefits.
4. The concept promoting that the subjects will be receiving medical treatment at no cost (free medical treatment) since the reality is that they will not be charged to participate in a research project.
5. Explicit or implicit claims of equivalency or superiority to other standards of treatments or safety and efficacy.
6. Wording that the study involves “new treatment,” “new medication,” or “new drug” without an explanation that the treatment is investigational.
7. Claims, explicitly or implicitly, about the drug, biologic, or device under investigation that are inconsistent with FDA labeling.

Advertisements conforming to the above guidelines may be approved for any advertising format, e.g., posted flyers, newspapers, internet advertisements, radio/television, slides shown prior to films at movie theaters. However, the IRB must review the final copy of printed advertisements to evaluate the relative size of font type used and other visual effects and must review the script of the final audio or video taped advertisements. To avoid multiple requests for IRB review and approval, investigators should specify in their original request all advertising formats that are approved.
anticipated. If a website is to be used to advertise for a research study, the website address must be identified to the IRB.

Important Resources

**Division of Marketing & Communications**
University of Denver Logo: https://www.du.edu/marcomm/brandguidelines/logofiles.html
   This link provides open access to the DU logo.

   This link provides open access to information about advertising content of DU-affiliated materials, including acceptable logo use, font style, colors, images, and more.

**Images**
DU Stock Image Database
Flickr