

Section 11: Subject Recruitment Materials

Use of flyer templates is strongly suggested and more information is available here: <https://irb.duhs.duke.edu/forms/creating-advertisements-and-flyers-your-study>

Advertisements should be written in simple language (6-8th grade reading level).

Please include the protocol ID ("Pro" + 8 digit number) in the lower right corner of the flyer in a small font.

More information on appropriate and disallowed flyer content can be found here: <https://irb.duhs.duke.edu/sites/irb.duhs.duke.edu/files/Advertisement%20Guidelines%206-27-2014.pdf>

Research Match is a Duke Medicine supported resource to help find potential healthy control participants. More information can be found here: <http://researchmatch.duke.edu/>

11. Subject Recruitment Materials

User Guide

All materials that will be used to advertise the study in order to recruit subjects must be approved by the IRB.
Note - when referencing the study ID in recruitment materials, use the full Protocol ID ("Pro" + 8 digit number). Do not use "IRB".

Attach a copy of each advertisement that you will be using with this study. If any Ad will have multiple wording variations, attach a copy of each version of the Ad.

Document Name	Category	Previously Approved by IRB	Date Modified
Recruitment Flyer	Billboard / Flyer / Poster	no	9/10/2015

Types of subject recruitment materials include, but are not limited to, the following:

Direct Advertising

Posters
Billboards
Flyers
Brochures

Media Advertising

Newspaper Ads
Magazine Ads
Radio Ads
TV commercials / Video
Internet website

Other Types of Advertising

Newsletter
Email
Postcards / Letters

(Note: Doctor-to-Doctor letters do **not** require IRB approval)