RECRUITMENT MATERIAL
Requirements from the USU IRB

WHY DOES IT MATTER?
The USU IRB oversees the recruitment process very closely; that is because it is the beginning of the informed consent process. Recruitment is the first time a prospective participant is getting information about your study. That information has to be accurate, it has to contain the items relevant to making an initial determination about whether to move forward, and the process must not present undue influence. All recruitment material and steps must be approved in advance of being used to recruit research participants.

WHAT MUST BE INCLUDED
- Materials that will be presented in writing must include your protocol number & contact information for the PI. Other contact information should be provided as necessary for the study (e.g. a study scheduling coordinator).
- Inclusion (and exclusion, where relevant) criteria must be stated, absent approved use of deception/misinformation.
- The purpose of the research must be stated, absent approved use of deception/misinformation.
- The approximate time commitment.
- Descriptions of all recruitment steps or communications, like iterative emails or planned follow-ups, must appear in your protocol.

WHAT CAN'T BE INCLUDED
- Compensation should be listed, but it cannot be over-emphasized relative to other information about study participation.
- No claims about favorable outcomes or benefits beyond those that are described in the approved protocol and informed consent document are permitted.
- Claims about safety, efficacy, or superiority are not permitted, again, unless they are part of the approved protocol and informed consent process.
- Research is not treatment. Where there is overlap, the line between treatment and research must be clearly drawn.

ANY RECOMMENDATIONS?
Yes! We find studies are most successful in recruitment efforts when the associated recruitment materials are visually appealing, brief (especially verbal and email recruitment pitches), and do not utilize technical language. Our office compiles excellent examples (with permission) that we would be happy to share - just ask!