ADVERTISING RECRUITMENT: GUIDELINES

Advertising
Direct recruitment is a common method used by researchers to contact potential participants. Direct recruitment may involve examples of advertisements include flyers, brochures, television ads, radio ads, etc. When an individual participant is interested after coming into contact with an advertisement, he/she may contact the research team directly. The investigator must obtain IRB approval prior to the use of all television, radio, print advertisements, e-mail solicitations, letters, websites, and other recruitment methods and materials intended for the recruitment of prospective research participants. Advertisements must be submitted to the IRB in their final form in order to receive IRB final approval for use.

In-Person Recruitment
A researcher may have direct contact with potential participants. For example, a professor is conducting a psychology study and may have students who would be interested in participating in the study. The professor would like to invite his students to participate in his research study. Or, a treating physician is conducting a study on diabetes and may have patients who would be interested in participating in the study. The treating physician would like to invite some of her patients to participate in the research study. In both of these examples, the researcher has direct contact with potential participants and plans to introduce the study directly. The researcher must present a plan to the IRB describing exactly how contact is made with potential participants and how coercion is eliminated or reduced.

Recruitment Letters
Recruitment letters may be sent to potential participants. A Recruitment Letter template is available (on the IRB website under Forms) with suggested language. If an investigator plans to send a recruitment letter, consider the following issues when formulating a recruitment plan:

- Do you plan to re-send the recruitment letter (and questionnaire or survey, as applicable) to individuals who do not respond to the initial mailing? If yes, you should describe this plan in your initial letter so respondents do not become upset if they receive multiple mailings.
- Do you wish to include a return postcard in the initial mailing on which potential participants may indicate whether they have interest? This model may prevent multiple mailings and allow the investigator to know who is interested and who should not be contacted any further.
- Is the research topic of a sensitive nature? For example, if a study is looking for volunteers for a study regarding sexually transmitted diseases, efforts must be made to protect the privacy and confidentiality of the potential participant. An investigator cannot guarantee that the mailing will be opened by the intended recipient. Efforts should be made to ensure that the return address or any materials that will be sent back are vague and do not embarrass the potential participant. It is important to consider what impact the materials may have on the potential participants’ privacy and confidentiality and to take appropriate precautions to avoid any real or perceived breach of privacy or confidentiality.
- Do you plan to follow-up by telephone? If so, you should describe this plan in your initial letter so respondents do not become upset if they receive an unsolicited phone call. Further, you should outline a plan or a script so that research staff is prepared, e.g. whether to leave a message (keep in mind privacy and confidentiality must be protected), what information to provide to the respondent, etc.

Telephone Calls
Generally, the University of Utah IRB does not allow “cold calling” in order to recruit participants. Cold calling is the

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Investigator Guidance Series

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process of contacting prospective participants, via telephone, who were not expecting such an interaction. If a researcher wishes to contact potential participants by telephone, a recruitment letter should be sent prior to the telephone call. The IRB strongly recommends that this letter include contact information for a potential participant to call in the event they chose to “opt out” of forthcoming telephone contact. This policy is designed to protect the privacy of potential participants.

If individuals have given prior written permission to be contacted by researchers, the IRB will allow the researcher to contact those individuals by telephone without sending a letter recruitment letter before the call. Please see the Simple Referral Template (available on the IRB website under Forms) as an example.

Researchers may want to contact individuals using a random sampling method. A random sampling method means the investigator doesn’t have any information about a person other than their contact information. Or, the investigator is simply calling randomized phone numbers. The IRB will approve this recruitment strategy on a case-by-case basis. There should be sufficient safeguards to protect privacy and the study would likely need to be minimal risk.

Recruitment through a Database Containing Health Information
Potential participants that are identified via query of the University of Utah Health Sciences Center’s Enterprise Data Warehouse (EDW), the Utah Population Data Base (UPDB), or other database(s) must be referred to the study team by a treating physician or, as appropriate, the database manager. In this model, the treating physician or database manager contacts the participant and asks whether he/she will allow the research team to make contact regarding the study. The treating physician or database manager makes a note indicating whether the potential participant agrees to be contacted and will keep this on file. The treating physician or database manager may use the Simple Referral Template (available on the IRB website under Forms) to collect the potential participant’s contact information and written permission to be contacted.

Alternatively, the researcher may create a recruitment letter to be approved and sent from the treating physician or the database manager (cost of sending the letter is the responsibility of the researcher). The letter must state that the patient is being contacted on behalf of the researcher. The purpose of this letter is to inform participants about a study and ask them to contact the researcher.

Use of Medical Records for Recruitment
The University of Utah IRB requires investigators to request a waiver of authorization if using medical records for screening or recruitment. Please refer to the Appendix A of this document for FAQs regarding recruitment of participants for research by University of Utah researchers and research staff acting on behalf of clinicians.

Internet Advertising
Advertisements posted on the internet must adhere to the guidelines below. All advertisements must be approved by the IRB prior to posting. The researcher may submit the advertisement text to the IRB as a document for approval. The intended internet sites where the advertisements will be posted must be described in the Study Information recruitment methods section of the IRB application or protocol.

Researchers may use the Internet as a forum for disseminating study information to participants. The use of websites, blogs, internet forums, and social networking sites for the dissemination of study information must be described in the Study Information recruitment methods section of the IRB application or protocol. The IRB requires the following statement to be posted on internet sites used for this purpose:

The information posted on this site is consistent with the research reviewed and approved by the University of Utah Institutional Review Board (IRB). However, the IRB has not reviewed all material posted on this site. Contact the IRB if you have questions regarding your rights as a research participant. Also contact the IRB if you have questions, complaint, or concerns which you do not feel you can discuss with the investigator. The University of Utah IRB may be reached by phone at (801) 581-3655 or by e-mail at irb@hsc.utah.edu.

ADVERTISEMENT GUIDELINES

What should advertisements include?
Advertisements for recruitment should be limited to the information the prospective participants need to determine their eligibility to participate. Please contact the IRB Office at [801] 581-3655 or irb@hsc.utah.edu for additional guidance.
eligibility and interest. When appropriately worded, the following items may be included in advertisements. The IRB does not require inclusion of all of the listed items.

- The name and address of the investigator or research facility/building.
- The purpose of the research or the condition under study.
- In summary form, the criteria that will be used to determine eligibility for the study.
- A brief list of participation benefits, if any.
- The time or other commitment required of the participants.
- The location of the research and the person or office to contact for further information.

What is not acceptable in advertisements?
The IRB will not allow recruitment methods or advertisements that are misleading, inaccurate, exculpatory, coercive or unduly influential. The IRB will review advertisements to ensure that they do not:

- State or imply a certainty of favorable outcome or other benefits beyond what is outlined in the consent document and protocol.
- Include exculpatory language.
- Emphasize the payment or the amount to be paid, by such means as larger or bold type. Please Note: The dollar amount to be paid to participants may be included in advertisements. However, the IRB may determine that stating the specific amount is coercive or unduly influential. In these instances, the IRB will only allow the advertisement to state that compensation will be offered without including the dollar amount.
- Promise “free treatment” when the intent is only to say participants will not be charged for taking part in the investigation.

What are the additional considerations for advertisements for FDA-regulated research?
The IRB advises all investigators conducting research subject to FDA regulation to review the FDA Information Sheet regarding Study Subject Recruitment (see below under References and Links). The IRB will review advertisements for FDA-regulated research to ensure that the advertisements do not:

- Make claims, either explicitly or implicitly, about the drug, biologic or device under investigation that are inconsistent with FDA labeling (e.g. stating the test article is known to be equivalent or superior to any other drug, biologic or device).
- Use terms such as “new treatment,” “new medication” or “new drug” without explaining that the test article is investigational.
- Allow compensation for participation in a trial offered by a sponsor to include a coupon good for a discount on the purchase price of the product once it has been approved for marketing.

**Points to Address**

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<tr>
<th>IRB Application: Protocol</th>
<th>1. Administrative Responsibilities, Recruitment Study Information: Please describe methods of participant recruitment (e.g. flyers, advertisements, etc.). The following questions are asked:</th>
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<tr>
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<td>• How will participants be recruited or identified for inclusion in the study?</td>
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<td>• Describe the recruitment/participant identification process in detail (e.g. who will review charts or records, who can refer participants to the study, where will flyers be posted, how often will recruitment letters be sent, when will follow-up phone calls be made, etc.).</td>
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22. Documents and Attachments (Recruitment Materials, Advertisements, etc.): Please attach all recruitment materials for review in the sub-section entitled Recruitment Materials, Advertisements, etc. This includes recruitment letters, advertisements, flyers, scripts, etc. If a recorded advertisement is planned, audio or video files should be

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attached. Please note that if the final recorded version is not available at the time of review, the IRB must review the final script. Once the final audio or video is prepared from the IRB approved script, it must be submitted via amendment.

References & Links

Protocol Summary

Investigator Guidance Series: Recruitment Methods
See the IRB HIPAA Forms Menu: http://www.research.utah.edu/irb/guidelines/investigator_guidance.html

FDA Information Sheet: Recruiting Study Subjects
http://www.fda.gov/ohrt/irbs/ko4e.html#Recruiting

Recruitment Letter Template
See the IRB HIPAA Forms Menu: http://www.research.utah.edu/irb/forms/healthScienceForms.html
http://www.research.utah.edu/irb/forms/index.html

Simple Referral Template
See the IRB HIPAA Forms Menu: http://www.research.utah.edu/irb/forms/healthScienceForms.html
http://www.research.utah.edu/irb/forms/index.html

Appendix A: Frequently asked questions (FAQs) regarding recruitment of participants for research by University of Utah researchers and research staff acting on behalf of clinicians

1. Is research staff allowed to access their Principal Investigators’ clinic schedules and look for potential research participants?
   Yes, as long as this procedure was approved by the IRB. Research staff, listed as authorized personnel on the IRB submission, may review the list directly at the clinic site and identify potential participants.

2. Is research staff allowed to access these patients’ medical records while looking for potential research participants?
   Yes, as long as this procedure and a HIPAA waiver for recruitment was approved by the IRB. The research staff, listed as authorized personnel on the IRB submission, may access the patients’ medical records and record pertinent information such as contact information and medical information to assess the pre-eligibility of the potential subject.

3. Is research staff allowed to approach a potential participant while in the clinic?
   Yes, as long as this procedure was approved by the IRB and only after the physician has informed his patient that someone from the research team will come and talk to him/her and the patient has indicated his/her willingness to talk to the research team.

4. If potential participants do not respond to an initial IRB-approved letter, is it appropriate to follow-up with a phone call?
   Yes, if the plan for follow-up is addressed in the IRB-approved letter. If potential participants do not respond to the letter within a given timeframe, the researcher or someone from the research team may call them.

5. After a researcher obtains information from a treating physician or from medical records, can someone from his/her research team call the participant directly, without previously mailing out a letter?
   No. “Cold calls” outside of contacts in a clinic setting (e.g. waiting room) are not acceptable.

6. Can a researcher record available medical information from the chart to assess eligibility and suitability of the potential participant prior to that individual giving informed consent and authorization?
   Yes, as long as this procedure and a HIPAA waiver for recruitment was approved by the IRB. The researcher may record the minimal information needed in order to contact eligible participants.

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describe the study to them and seek their authorization for participation. Any additional screening tests required to determine the eligibility of the participants should be performed only after the consent form and authorization have been obtained from the participant.