

## RECRUITMENT AND ADVERTISING GUIDANCE

### Justification of Review Requirements

The HRPP/IRB is responsible for reviewing recruitment procedures and materials to ensure the protection of the rights and welfare of human subjects and equitable participant enrollment. All proposed recruitment procedures and materials must be approved by the HRPP/IRB before implementation and must comply with the informed consent and participant selection regulations pursuant to [45 CFR 46](#), [21 CFR 50.20](#), [21 CFR 50.25](#), and [21 CFR 56.111\(a\)](#) as recruitment is considered to be the beginning of the informed consent process. Providing misinformation, even unintentionally, at the beginning of the informed consent process is not consistent with [Part B: Basic Ethical Principles](#) of the Belmont Report. Utilization of recruitment procedures or materials that differ from the approved protocol may lead to findings of non-compliance.

### Defining Recruitment

Recruitment is considered any procedure intended to solicit participant enrollment in a study. Recruitment procedures can be designed as any combination or one of three main methods:

- Direct recruitment
- Indirect recruitment (including “snowball sampling”)
- Third party recruitment

Common recruitment materials can include, but are not limited to:

- Verbal scripts
- Emails
- Flyers/posters/brochures/bulletins
- Internet/website/social media posts
- Audio/video recordings to be used in advertisements

### Resources for Developing Equitable Recruitment Materials

- Materials should be created to match the reading level of your prospective participants whenever possible but should not surpass an 8<sup>th</sup> grade reading level. Resources for analyzing grade level appropriate language include, but are not limited to:  
[Readability Calculator](#)
- If recruiting Non-English or English as a second language (ESL) participants, translations should be created and included in your submission packet for review. Resources for translation services include, but are not limited to:  
[WSU Translation Services](#)

- Recruitment materials should be created to be accessible to all whenever possible. Resources for how to format and create accessible materials, especially for people who use assistive devices include, but are not limited to:

[Creating Accessible Materials](#)

## Guidelines for Developing Recruitment Materials

Include:
Study title
PI's contact information: <ul style="list-style-type: none"> <li>First Last name</li> <li>Phone number</li> <li>Email address</li> </ul>
Name of affiliate university and department
A brief description of the purpose of the research
A brief description of the eligibility criteria
A brief description of the procedures: <ul style="list-style-type: none"> <li>Participant involvement</li> <li>Approximate time commitment required</li> <li>Where the research will take place</li> </ul>
A brief description of any compensation/reimbursement awarded for participation
Include HRPP/IRB reference language: <ul style="list-style-type: none"> <li>IRB #####</li> <li>the WSU Human Research Protection Program contact information: irb@wsu.edu</li> </ul>
”
Avoid:
<b>Exculpatory language</b>
Language or graphics that may be coercive or misleading
Claims that state or imply a certainty of a favorable outcome or other benefits beyond what is outlined in the consent document and protocol
Emphasis on payment, including bolding or highlighting the compensation language
Use of the term “free” in reference to treatment or procedures
Claims that the drug, biologic, or device is safe or effective for the purpose under investigation
Claims, either explicitly or implicitly, about the drug, biologic, or device under investigation that are inconsistent with FDA labeling
Use of the term “new treatment”, “new medication”, or “new drug” in reference to a drug or device without explaining that the test article is investigational
Check if:
Language utilized is grade level appropriate
Translations have been created and included in the submission materials* if applicable
Materials have been created/formatted to be accessible to all whenever possible