

RECRUITMENT MATERIALS	SOP 4.2.02
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1. Purpose & Policy

The purpose of this SOP is to provide guidance to researchers on what information should be included in study participant recruitment materials. IRB Policy *Section 4.2*.

2. General Information

All materials used to recruit participants in research studies at Caltech must be reviewed and approved by the IRB prior to use. Recruitment materials must include information prospective participants need to determine their eligibility and interest in a research study. Materials should be written in plain language that is neither misleading nor coercive to potential participants.

3. Training Requirements

There are no specific training requirements associated with recruitment materials; however, researchers should carefully read and follow this guidance.

4. Procedure

- A. Determine whether you will be using recruitment materials (including emails, flyers, newspapers/magazine ads, Craigslist, Caltech Marketplace, etc.) to recruit participants.
- B. Ensure all methods of recruitment are checked off in the Recruitment and Compensation section of the protocol:

Recruitment Method:

Please attach copies of the recruitment materials that you plan to use for this study. See [SOP 4: Study Participant Recruitment Materials](#) for required elements in the protocol, informed consent, and recruitment materials.

* Participants will be recruited by:

<input type="checkbox"/> Advertisements	<input type="checkbox"/> Brochures	<input type="checkbox"/> Letters	<input checked="" type="checkbox"/> Flyers/Posters
<input type="checkbox"/> Newsletters	<input type="checkbox"/> Internet	<input type="checkbox"/> Direct Contact	<input type="checkbox"/> Radio
<input type="checkbox"/> Television	<input checked="" type="checkbox"/> Caltech Marketplace	<input type="checkbox"/> Students in Class	
<input type="checkbox"/> Other (Specify)			

* Briefly describe how you plan to recruit participants for this study:

- C. Attach all recruitment materials to the application, including those used for online platforms such as SSEL or mTurk. Some online platforms have limitations that prevent the inclusion of all the required elements outlined below, and the IRB will review and consider these on a case-by-case basis.
- D. Any subsequent changes in the content of approved recruitment materials must be submitted for IRB review and approval prior to use.

5. Required Elements

Recruitment materials should include the following information:

- A. **Posting Title**
Include a posting title such as “Imaging Study Seeks Healthy Volunteers”
- B. **Institution Name**
Identify Caltech’s involvement in the study (e.g., “Caltech is recruiting participants for a study regarding...”)
- C. **Principal Investigator**
Include the name of the Principal Investigator
- D. **IRB Protocol Number**
Include the IRB protocol number for reference. This can be included as a footer.
- E. **Purpose**
Include a non-scientific, 1-2 sentence description of the purpose of the study. Make sure to note if the study includes a new experimental technology. Ensure all acronyms are defined.
- F. **Inclusionary and Exclusionary Criteria**
Include all inclusionary information, such as age and gender, and any restrictions.
- G. **What the Study Involves**
Include a simple description of tasks or procedures, how many sessions are necessary, and how long the study will take.
- H. **Where the Study Takes Place**
Include the location of the study, such as at Caltech or another institution.
- I. **Compensation**
Include compensation participants will receive (per session, per hour, etc.), and other possible compensation or reimbursement such as parking/transportation. Compensation must not be presented as an inducement to participate, and it should not be any more prominently highlighted than any other element.
- J. **Contact Information**
Include the phone number and email of the research/recruitment contact. Caltech email addresses are preferred. Note: The lab group can set up a shared mailbox for recruitment emails. Contact IMSS for further details.