

Guidelines for IRB Recruitment Flyers

1

IRB Protocol Number:

Include the approved Institutional Review Board (IRB) protocol number on the flyer for compliance and transparency.

2

Institution Name or Logo:

Display the official name or logo of the institution (e.g., University of Texas Rio Grande Valley) prominently at the top of the flyer.

3

Study Title:

Use a concise, engaging title that captures attention and reflects the purpose of the research study.

4

Study Summary:

Provide a brief, easy-to-understand description of the research study, clearly stating that it is research. Include the main objective and what participation involves, such as surveys, interviews, focus groups, audio or video recordings, and whether participation will occur via zoom, in person, or both. Also specify the estimated time commitment for each activity (e.g., “Interviews will take approximately 30 minutes, and surveys will take about 10 minutes.”).

5

Relevant Image or Graphic:

Include an image or visual related to the study topic to make the flyer visually appealing and informative. .

6

Eligibility Criteria:

List key requirements for participation using simple, clear language (e.g., age range, health status, specific conditions, gender). Also include any exclusionary criteria, such as medical conditions, current treatments, pregnancy status, or language limitations.

7

Language Recommendations:

Avoid phrases such as “help needed” or “subjects wanted” instead use wordings such as “You are invited” or “Participants invited.”

For additional guidance, refer to the [NIH Preferred Equitable Language Cheat Sheet](#), which provides helpful examples and best practices for equitable language.

8

Compensation Statement:

Indicate whether participants will receive compensation and specify the type (e.g., monetary payment, gift card). This information should be included but must not dominate the flyer’s design or occupy more than half of the page.

9

Principal Investigator (PI) Name:

Include the full name of the Principal Investigator responsible for the study. If the PI is a student, also include the name of the Faculty Advisor.

10

Study location:

Provide the exact address or building name for in-person studies. If interviews or focus groups are conducted via zoom, state “zoom”. For anonymous surveys, indicate the platform used (e.g., Qualtrics or REDCap).

11

Contact Information:

Include the name, phone number, and email address of the Principal Investigator or study coordinator for inquiries. If the PI is a student, also provide the Faculty Advisor’s contact information.

12

Website or URL:

If available, add a link to the study’s webpage for more information or registration.

13

Survey Access:

If the study involves a survey, include the survey link or QR code (e.g., Qualtrics or REDCap) for easy access.



Restriction Items:

01

All information included in the IRB recruitment flyer must be submitted to and approved by the IRB before use.



05

Flyers must not advertise or combine details for more than one research study.



02

Do not include statements that imply favorable outcomes or benefits unless these are explicitly approved and documented in the IRB-approved materials.



06

The flyer must not include any information that compromises the privacy of individuals or the confidentiality of their personal data.



03

Avoid using terms such as “new treatment”, “new medication”, or “new drug” without clarifying that the study involves an investigational product or procedure.



07

Clearly state that participants will not be charged for taking part in the study and avoid language that suggests “free medical treatment.”



04

Do not assure or promise participants that the study will provide a cure for their condition.



08

Present compensation details in a neutral, factual manner without using graphics or formatting (e.g., dollar signs or oversized text) that could unduly influence participation.

