

<b>Title:</b>	<b>Guidelines for Recruitment Material</b>
Original Issue Date:	--
Revised:	--
Approved By:	REB Chair

## 1.0 PURPOSE

The purpose of this guideline is to describe the requirements for submitting recruitment materials to the HRH REB.

## 2.0 POLICY STATEMENT

Recruitment Material may include Posters, Study Information Letters, Study Information Brochures or any other recruitment material. All recruitment materials must be approved by the REB at Humber River Health **prior** to their use.

## 3.0 PROCEDURES

Recruitment material should be limited to the information that the prospective participant needs to determine their potential eligibility and interest. When appropriately worded, the following items **should be included**:

- Name of the HRH Investigator;
- Name and phone number of the person or office to contact for further information;
- Humber River Health logo;
- A clear statement that this is a research study;
- The condition under study and/or the purpose of the research;
- In summary form, the eligibility criteria that will be used;
- The time or other commitment required of the participants;
- The location of where the research will take place;
- If illustrations are used, they need to be sensitive and appropriate to the target audience. Be aware of copyright regulations;

Advertisements may indicate that participants will be reimbursed for out-of-pocket expenses (e.g. parking) but this information should not be overly emphasized (i.e. it should not state what the monetary reimbursement is).

Recruitment materials **should avoid**:

- Statements that may be considered coercive.
- Stating or implying a favourable outcome or benefit beyond what is outlined in the informed consent form and the protocol.

- Claims, either explicitly or implicitly, that the study intervention is safe or effective for the purposes under investigation, or that the study intervention is known to be equivalent or superior to any other intervention.
- Promising “free medical treatment” when the intent is only to say that participants will not be charged for taking part in the research.
- Featuring monetary compensation as a lead in before the description of the study purpose.
- Advertisements should not name the study drugs, contain therapeutic claims or name the commercial sponsor or product manufacturer.

#### Requirements for Placement of Recruitment Material:

All recruitment materials must have the appropriate departmental approval as well as approval from HRH Communications and Marketing prior to posting.

#### **4.0 REFERENCES**

1. Tri-Council Policy Statement 2: Ethical Conduct for Research Involving Humans. 2022.
2. Health Canada, Policy – Health Products and Food Branch, ‘The Distinction Between Advertising and Other Activities’ available at [http://www.hc-sc.gc.ca/dhp-mps/advert-publicit/pol/actv\\_promo\\_vs\\_info-eng.php](http://www.hc-sc.gc.ca/dhp-mps/advert-publicit/pol/actv_promo_vs_info-eng.php).