

Recruitment Guidelines

I. Purpose

These Guidelines provide guidance on recruitment materials for human research that is conducted under the auspices of the Einstein Institutional Review Board (“IRB”).

II. Scope

These Guidelines apply to human subject research conducted under the auspices of the Einstein IRB.

III. Definitions

None.

IV. Guidelines

Federal regulations consider direct recruitment materials presented to study subjects to be the start of the informed consent and subject selection process. Therefore, IRB review is required for direct recruitment materials that are intended to be seen or heard by prospective subjects to solicit their participation in a research study. Advertisements to recruit participants must use fair and equitable recruitment practices and should be limited to the information the prospective participants need to determine their eligibility and interest.

The IRB requires approval of the following types of advertisements and recruitment materials:

- The final copy of printed materials (e.g. newspaper, posters, flyers, pamphlets)
- Direct recruitment scripts (e.g. telephone scripts)
- The final audio and video recruitment materials
- National ad campaigns
- Internet advertising (postings on federally maintained sites such as clinicaltrials.gov do not need prior IRB approval)

Recruitment materials should include the following information:

- The name of the PI or department, if appropriate.
- The word "research"
- The condition under study and/or purpose of the research.
- Eligibility criteria
- The approximate time commitment required, if appropriate.
- Information about compensation, if applicable.

- Contact for further information.

Recruitment materials should NOT include:

- Direct or implied claims about the efficacy, safety, or superiority of investigational agents, or the security of confidential information
- Enticing or inducing terms such as "free," "new," "exciting," "opportunity," "limited opportunity," "you deserve to feel better."
- A promise of free treatment when the intent is only to say participants will not be charged for taking part in the investigation.
- Emphasized payment/compensation amount (e.g. larger or bold type).

V. Effective Date

Effective as of: 4 February 2020

VI. Document Management and Responsibilities

Einstein's Office of Human Research Affairs is the Responsible Office under this document. Einstein's Executive Dean is the Responsible Executive for this document. Einstein's OHRA Director is the Responsible Officer for the management of this document.