



SCHOOL OF MEDICINE

North Carolina Translational and Clinical Sciences Institute

Designing Effective Recruitment Materials



What is considered recruitment material?

Flyers

Info Sheets &
Consent Aids

Print
Advertisements

Radio
Advertisements

TV
Advertisements

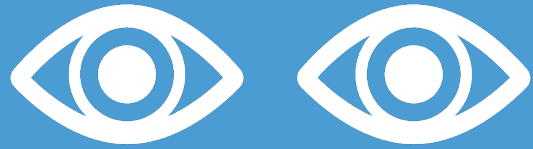
Emails, Letters,
Phone Scripts,
In-Person Scripts

Pitches

Websites

The Goal

- ✓ Engage a potential participant – pique interest
- ✓ Answer these questions:
 - What is the study about?
 - What do you want from me?
 - Why should I care?
 - Where do I go to get involved?



You have 2 seconds to catch someone's
attention.

Let's take a look...

UNC School of Medicine
100 South Salisbury Street
C2000
Chapel Hill, NC 27599
919.843.9193
www.unc.edu

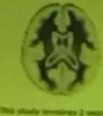
Women Needed for Research on Premenstrual Dysphoria

Do you suffer from mood swings, irritability, anxiety, depression, and other symptoms during the week before your period? You may be eligible for a free diagnostic of your symptoms.




UNC ALCOHOL NEUROIMAGING STUDY

If you are a healthy adult aged 22-40 you may be eligible for a research study examining the effects of alcohol on brain structure and function.



(919) 843-9193
cablab@unc.edu



Amber Beg, MD
Resident, Pediatrics
OIA Global Health Scholar

THURSDAY, MAY 16, 2019
12:00 - 1:00 PM
UNC HOSPITAL STARBUCKS

CATERED BOX LUNCHES TO FIRST 15 GUESTS

www.unc.edu/act

For more info, visit:
www.ActorsMCJ.com/woman
Or call or text 919-259-6189

UNC School of Medicine
100 South Salisbury Street
C2000
Chapel Hill, NC 27599
919.843.9193
www.unc.edu

CAREGIVER NEEDED FOR YOUNG WOMAN

NO PRIOR EXPERIENCE NEEDED

Help a young woman with her daily activities. 2 miles from UNC. Early AM and PM shifts. \$13 per hour.

For more information, contact:
Or call or text 919-259-6189

SEEKING HEALTHY VOLUNTEERS

UNC School of Medicine
100 South Salisbury Street
Chapel Hill, NC 27599
919.843.9193
cablab@unc.edu


Interested in participating in a research study? We are looking for healthy volunteers to participate in a research study examining the effects of alcohol on brain structure and function.

Requirements:
• Healthy, age 22 - 40
• No alcohol consumption in the last 24 hours
• No use of recreational drugs

Red Carpet Premiere! Dr. Bob's Health Literacy Journey: A 4-part Tutorial

Join Dr. Bob on his health literacy journey! In this animated tutorial you will learn about the impact of poor health literacy. You will also learn how to incorporate good health literacy principles in interactions with your patients.

Monday, May 20th @ 3pm
Health Sciences Library, Room 527
More information at bit.ly/unc.edu



Free popcorn and snacks!

Duavee Study


Interested in helping us learn how mood, our study involves for 3 weeks, having 2 brain scans & study visits. Payment \$500.



www.duavee.com

ACT The ACT Network

NEW! Help for clinical studies at UNC: ACT@NCTraCS




1. Identify your research needs
2. Find the right study
3. Connect with the right people
4. Streamline your process

LEARN MORE: traca.unc.edu/act

UNC HOSPITAL

Speaker Series
May 22, 2019



Now: www.unc.edu/hospital

Interested in participating in research?

Interested in participating in research? We are looking for healthy volunteers to participate in a research study examining the effects of alcohol on brain structure and function.

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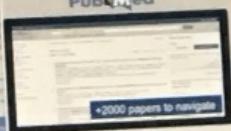
UNC School of Medicine

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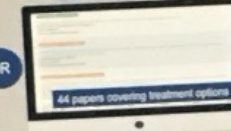
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• Healthy, age 22 - 40
• No alcohol consumption in the last 24 hours
• No use of recreational drugs

A New Way to Search for Clinical Oncology Research!

Quickly find the most impactful papers using intuitive disease-specific interface on OncoTriage



OR



2000+ papers to navigate
44 papers covering treatment options

www.oncotriage.com

Announcing the School of Social Work's Summer Course on Autism Spectrum Disorder

First Summer Session
Friday, May 17 - June 14, 2019 - 9 AM - 12:00 Noon

SKW3700 Autism Spectrum Disorder: Social Cognitive Interventions - 1.5 credits

This course provides an overview of the core social cognitive challenges faced by individuals with ASD and examines evidence-based interventions that will be covered with ASD service providers and consumers.

UNC CGIBD HISTOLOGY CORE SERVICES

CGIBD Histology Core
• EXPERIMENTAL DESIGN
• TISSUE COLLECTION
• HISTOLOGY
• QUANTIFICATION

Interested in participating in research? We are looking for healthy volunteers to participate in a research study examining the effects of alcohol on brain structure and function.

ARE YOU AN OLDER ADULT WITH AN INTEREST IN IMPROVING HEALTH CARE FOR OLDER PATIENTS?

SENIOR MENTORS HELP MED SCHOOL STUDENTS CONNECT WITH & CARE FOR OLDER ADULTS.

UNC School of Medicine's 2019 senior mentor program needs a few good mentors!

Contact: carol_julian@med.unc.edu

UNC ALCOHOL NEUROIMAGING STUDY


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• No use of recreational drugs

(919) 843-9193
cablab@unc.edu

Why After Five Bell Tower Toastmasters?

We are a diverse group of individuals from college and graduate students to stay and experienced professionals, providing our speaking and leadership skills, Wednesdays at 5:30 P.M. in the UNC Health Sciences Library, Room 527. Guests are always welcome!



TOASTMASTERS

UNC Transitions Study

The purpose of this research is to study the experiences of children with special needs who have recently transitioned from Early Intervention to School-Based Services.

Participants include a 30-minute group discussion with other professionals who have gone through the same transition. You will also be asked to complete surveys.

You will receive a \$25 gift card and mileage reimbursement.

A meal will be provided at all focus group meetings.

For more information, contact:
Heather Tausoff
heather_tausoff@unc.edu
(919) 973-3479

UNC School of Medicine

Interested in participating in research? We are looking for healthy volunteers to participate in a research study examining the effects of alcohol on brain structure and function.

Requirements:
• Healthy, age 22 - 40
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UNC School of Medicine

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UNC School of Medicine

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Requirements:
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• No alcohol consumption in the last 24 hours
• No use of recreational drugs

NOW HIRING

Energetic, motivated, compassionate, out-going individuals to work one-to-one with children and adults with disabilities.

Requirements:
• Flexible hours
• \$9-11/hour
• Training provided
• Background check

Apply today! Visit www.arctria.com

UNC Study for Treatment of Binge Drinking

What is involved?
• 12-week study
• 2-hour sessions
• 2-3 hour sessions

(919) 843-9193
cablab@unc.edu

RACE LOVERS!

Interested in participating in research? We are looking for healthy volunteers to participate in a research study examining the effects of alcohol on brain structure and function.

Requirements:
• Healthy, age 22 - 40
• No alcohol consumption in the last 24 hours
• No use of recreational drugs

Elements of Good Materials



EYE CATCHING

Image & white space



EASY TO READ

Clear & Engaging



EASY TO ACT

Hook, Call to Action,
Contact Info



RELEVANT

Is it in the right place?

DO



- Remove your researcher hat
- Use lay language
- Be thoughtful
- Frame your message appropriately and pick appropriate images
- Grab their attention

DON'T



- Cut and paste from your protocol/consent
- Fill all available space
- Focus on, bold, or highlight compensation
- Promise direct benefit

What should be included?

- Hook/Headline
- Basic study summary in lay language
- What you'll ask participant to do
- Simple inclusion/exclusion criteria
- Contact information
- Compensation (if any)
- Study location
- IRB number, PI name, and IRB contact information

IRB Recruitment Material Requirements

- Name and address of investigator
- Purpose of study indicating it is a research study and the condition being studied, if appropriate
- Basic eligibility criteria
- Summary of study activities and time commitment required
- Location of the research
- Contact information of study team
- A brief list of potential benefits, if any
- The IRB study number and IRB contact information.



IRB SOP 701, Section 2.4.10: <http://ohresop.web.unc.edu/files/2018/09/0701-IRB-Review-Process.pdf>

Writing a successful hook



OR



State what the study is or
who it's for

Ask a question or make a
personal statement

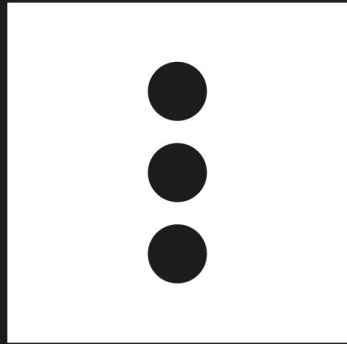
Be creative and concise!

What resonates with you?

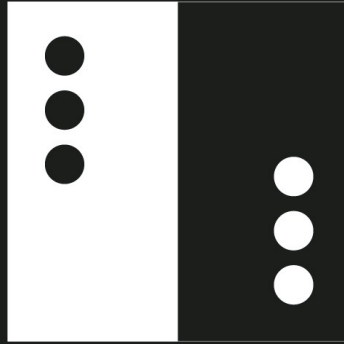
1. Research Participants Needed!
2. Having a baby changed your life. How did it change your brain?
3. Having a baby changed your life. Help us learn how it changes your brain.
4. Baby blues got you down?
5. Babies bring joy....and exhaustion. Can we help you lift the fog?
6. Have a baby under 1?
7. We need to take better care of new moms - help us figure out how we can help.



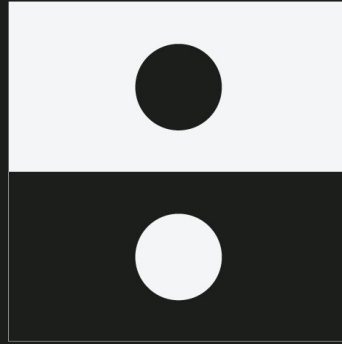
Design Elements



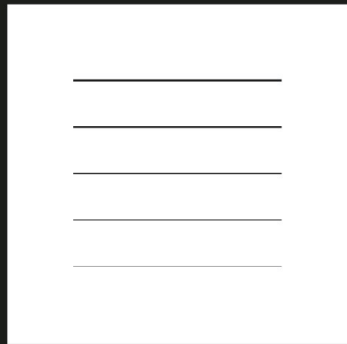
Alignment



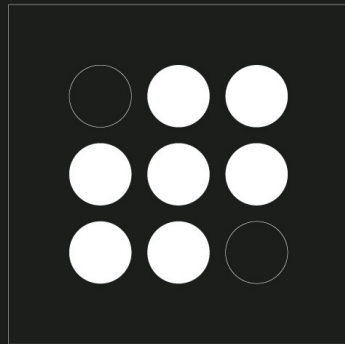
Repetition



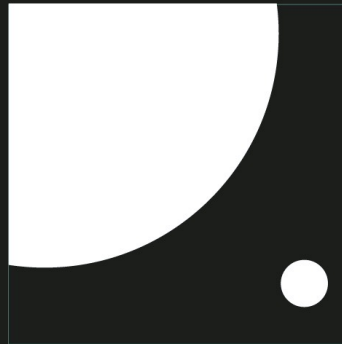
Contrast



Hierarchy



**Balance –
Symmetry**



**Balance –
Tension**

Principles of Design

Alignment – Helps your viewer find relationship and order in the design

Repetition - Repeat elements of your design throughout. Fonts, shapes, colors.

Contrast – Arrangement of opposite elements and effects to draw attention.

Hierarchy – Consider each element of your design and assign an importance

Balance – the visual weight of elements and their distribution across the page

Branding

- Be consistent across all recruitment materials you create
 - Rule of 7 – someone needs to see a message 7 times before they'll act.
- Create a study logo and/or catchy title
 - To promote legitimacy and trust in the study

Fonts – Key Terms

Serif – a font with small stroke or line attached to a larger stroke

- Times New Roman
- Georgia
- Cambria
- Garamond

Sans Serif – a font without serifs

- Open Sans
- Arial
- Helvetica

Weight – the thickness or boldness of your font.

- Thin/Light
- **HEAVY**

Fonts & Color

- Your font and color choices should be easy to read and large enough for someone to see at the distance they'd be reading.
- Use only 1-2 fonts in your design – be consistent. Keep all headings the same font and all body text the same font.
- Use a light or white background for body text.
- *Keep in mind: There are exceptions to every rule.*

Font Pairings

Quicksand Medium

Quicksand Light

Georgia

Verdana

League Spartan

Libre Baskerville

Open Sans Extra Bold

Libre Baskerville

AVOID

STUDY TITLE

STUDY TITLE

STUDY TITLE

STUDY TITLE

INSTEAD

STUDY TITLE

STUDY TITLE

STUDY TITLE

STUDY TITLE

Dark fonts are hard to see on dark backgrounds. Use white text, but sparingly.

Light text is hard to see on light backgrounds. Use dark or black text.

Bright and light font colors are hard to see. Use a font with a heavier weight to increase contrast. Use white text sparingly.

Avoid use bright colors as backgrounds. Choose more neutral colors instead.

AVOID

Exercise Study

STUDY TITLE

INSTEAD

Study Title

STUDY TITLE

Decorative text should be used sparingly. Make sure to use easy-to-read decorative text, but only for headers or titles.

Condensed and thin text is harder to read, especially from far away. Use a bolder, more spaced option.

Choosing Images

Any images you use should be relevant to your target audience.

Do not use an image if you don't have the license.

- Unsplash - <https://unsplash.com/>
- Pexels - <https://www.pexels.com/>
- Pixabay - <https://pixabay.com/>
- CDC Public Health Image Library - <https://phil.cdc.gov/>



Use images to set visual cues

Media: Diapers-07.jpg
Time: 00:00:00.000 - 00:00:06.033
Participant filter: All
21.75 secs



Extra gentle for the most sensitive skin.

So gentle for sensitive skin, add the chemicals and moisture of a diaper and you have diaper rash.
Baby Wipes's unique high-absorbency natural-blend cotton provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



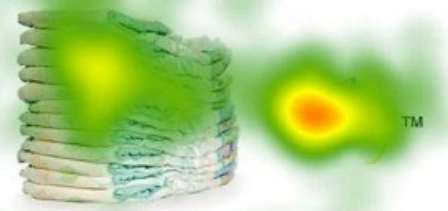
If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

Participant filter: All
10.43 secs



Extra gentle for the most sensitive skin.

So gentle for sensitive skin, add the chemicals and moisture of a diaper and you have diaper rash.
Baby Wipes's unique high-absorbency natural-blend cotton provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

Images via [Neil Patel](#)

In practice...

**DO YOU RUN
OVER 2 MILES
EVERY DAY?**



In practice...



Designing Materials

A Case Study

Fiflexizine (FLF-04282) to reduce allergy symptoms in people allergic to cats

- Inclusion criteria
 - Ages 18-45
 - Allergic to cats (determined through skin prick test at screening visit)
- Study visits: 12 visits at the CTRC over 6 weeks. Allergy tests, blood draws, and surveys. Daily surveys about symptoms.
- Study groups: Fiflexizine, OTC medication (Zyrtec), placebo

RESEARCH PARTICIPANTS NEEDED FOR CAT ALLERGY STUDY (Fif-04282)



In this research study, we want to learn if Fif-04282 (fiflexizine) can reduce allergy symptoms for people who are allergic to cats. If you are between 18-45 years old and allergic to cats, you may be able to take part. If you decide to participate, you will attend 12 visits at the UNC CTRC over 6 weeks for allergy tests, blood draws and surveys. At each visit, you will also receive the study medication (fiflexizine, OTC allergy medication, or placebo). For your participation, you will receive up to \$250.

Interested? Contact Sally Sample at sally_sample@med.unc.edu or call 919-555-1234 or Ed Example at ed_example@med.unc.edu or call 919-555-4321.



UNC-CH IRB 12-3456. The principal investigator for this study is Ed Example. You may contact the Institutional

Review Board at 919-966-3113 or by email to IRB_subjects@unc.edu.



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- Image stretched
- Non-coordinating images

- Title hard to read
- No catchy hook
- Scientific drug name used.

- Light text on bright background
- Text is in one block

- More than one contact person listed
- Fonts different throughout
- UNC logo does not have a transparent background

- QR code too large
- No alternative URL

- In most cases, tear-offs are not needed
- Valuable space utilized by tear-offs

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ARE YOU ALLERGIC TO ME?



We are doing a research study to learn if a new medication can reduce allergy symptoms for people who are allergic to cats.

If you are between 18-45 and are allergic to cats, you may be able to take part!

Participation includes 12 visits to the UNC CTCRC over 6 weeks for allergy tests, blood draws, and surveys. At each visit, you will also get the study medication (fiflexizine, OTC allergy medication, or a placebo). For your participation, you will receive up to \$250.

Interested? Contact us:

CATallergies@unc.edu

919-555-1234

go.unc.edu/catallergies



ARE YOU ALLERGIC TO ME?



- Bold, catchy hook
- Relevant image

- Dark background, but bold, light text used

We are doing a research study to learn if a new medication can reduce allergy symptoms for people who are allergic to cats.

- Font consistent throughout
- Breaking up the eligibility criteria allows you to highlight it
- Removed reference to scientific name of study drug

If you are between 18-45 and are allergic to cats, you may be able to take part!

Participation includes 12 visits to the UNC CTCRC over 6 weeks for allergy tests, blood draws, and surveys. At each visit, you will also get the study medication (fiflexizine, OTC allergy medication, or a placebo). For your participation, you will receive up to \$250.

- Clear, strong call to action
- One contact listed
- QR code has link alternative

Interested? Contact us:

CATallergies@unc.edu

919-555-1234

go.unc.edu/catallergies



- White space throughout flyer
- Alignment changes to center for call to action.

CAT ALLERGY STUDY



We are looking for people who are allergic to cats to take part in a research study to learn if a new allergy medication can help allergy symptoms.

For your participation you will receive up to \$250

Contact Sally Sample at sally_sample@med.unc.edu or call 919-555-1234 or Ed Example at ed_example@med.unc.edu or call 919-555-4321.



UNC-CH IRB 12-3456. The principal investigator for this study is Ed Example. You may contact the Institutional Review Board at 919-966-3113 or by email to IRB_subjects@unc.edu.

POST TEXT: In this research study, we want to learn if Flf-04282 (fiflexizine) can reduce allergy symptoms for people who are allergic to cats. If you are between 18-45 years old and allergic to cats, you may be able to take part. If you decide to participate, you will attend 12 visits at the UNC CTRC over 6 weeks for allergy tests, blood draws and surveys. At each visit, you will also receive the study medication (fiflexizine, OTC allergy medication, or placebo). For your participation, you will receive up to \$250.

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- Elements inconsistent with flyer.
- Too much text on the image.

- Post text should be between 100 and 250 characters
- A “see more” link will appear after 477 characters.
- Should include a link directly to a screener somewhere in the post

- QR code should not be on digital materials. Use a link within the post instead.

POST TEXT: In this research study, we want to learn if Flf-04282 (fiflexizine) can reduce allergy symptoms for people who are allergic to cats. If you are between 18-45 years old and allergic to cats, you may be able to take part. If you decide to participate, you will attend 12 visits at the UNC CTRC over 6 weeks for allergy tests, blood draws and surveys. At each visit, you will also receive the study medication (fiflexizine, OTC allergy medication, or placebo). For your participation, you will receive up to \$250.



**ARE YOU
ALLERGIC
TO ME?**

POST TEXT: UNC researchers are doing a research study to learn if a new medication can reduce allergy symptoms in people [ages 18 to 45] who are allergic to cats. Find out more: go.unc.edu/catallergies.

- Simple image
- Grabs attention with a hook
- Consistent with printed materials



POST TEXT: UNC researchers are doing a research study to learn if a new medication can reduce allergy symptoms in people [ages 18 to 45] who are allergic to cats. Find out more: go.unc.edu/catallergies.

- Post text is short and entices the potential participant to click to learn more.

Review

- Elements of good materials:
 - Eye catching
 - Easy to read
 - Easy to act
 - Relevant
- Keep Principles of Design in mind
- Use 1-2 fonts in the entire design
- Pick quality images that represent your target audience
- Do something to stand out (image, hook, etc.)

Resources

[Canva](#) – Free, online graphic design platform. Choose from hundreds of pre-designed graphics to create flyers and other recruitment materials.

- Try to change colors, images, and graphics to differentiate your study.
- When adding new text boxes, keep your fonts and font sizes consistent.

[Colors.co](#) – Free color scheme generator. Keep hitting the space bar until you see a color scheme you like.

[Hemingwayapp](#) – Lay language tool. Paste your text into the editor and it will give you a grade-level readability score. Aim for Grade 8!

TraCS Recruitment Services

- Office hours – 3rd Wednesday of each month (12 p.m. – 2 p.m.)
- Free consultations with a recruitment specialist
 - Feedback, Brainstorming, Advice
- Revisions and design services at hourly rate
- Coming soon – Recruitment Sharepoint Site
 - Until then, information and resources available on the NC TraCS website – Recruitment & Retention page

THANK YOU!



Request a free consultation with our team:

go.unc.edu/recruitment-intake



Recruitment Drop In – Virtual Office Hours

3rd Wednesday of each month, 12p-2p (next: 10/20)

go.unc.edu/recruitmenthour

WHAT'S NEXT?

Material Design Workshop

October 13, 12–2 p.m.

go.unc.edu/MDWoct13

Give feedback on today's presentation: go.unc.edu/Nb94B

Material Design Cheat Sheet

PRINT	DIGITAL
Material selected and designed based on where it will be placed or presented	Graphic designed for the promotion platform (Facebook, Instagram, etc.)
Create 1-2 versions for different placement options and different material types.	Create more than one option for slightly different audiences
Use images that fit your target audience	Use images that fit your target audience. Consider more out-of-the-box options to optimize advertising efforts
QR code & link to screener/more information	Link to screener/more information
Ask a screening question about where potential participants found out about the study	Ask a screening question about where potential participants found out about the study