

Standard Operating Procedure (SOP) Name	<b>Poster/Flyer/TV Screen Posting – NC TraCS Institute</b>
SOP Number	<b>1.02</b>
Effective Date	<b>June 2013</b>
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**I. Description**

Standard operating procedure describing the locations, duration, type, submissions guidelines, reporting and process for the posting and retrieval of flyers on bulletin boards and television screen slides throughout Memorial hospital in Chapel Hill.

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**II. Rationale**

For any research institution, bringing awareness to the community about clinical research is a crucial step in advancing knowledge about research. As such, educating the UNC Health Care community is equally important, given the extensive research carried out by UNC Chapel Hill. In order to keep our patients and their families informed and educated about clinical research and the benefits of participation, we will post flyers on designated bulletin boards and post or display study information on television monitors throughout the hospital. We hope using these tactics to inform and promote clinical research will greatly contribute to education and participation in clinical studies.

**III. Procedure Details**

**A. Procedure**

1. Coordinators will be responsible for the development and submission of their own study specific advertisements for Bulletin Boards (Locked Display Cases) and Television Monitors. ***Details on “How to Submit” are located on Page 3 of this SOP.***
2. The NC TraCS Communication department will be responsible for the development and production of generic clinical research and TraCS informational Flyers / Posters and TV Monitor Slides.

**B. Procedure for Bulletin Boards (Locked Display Cases)**

1. Flyer Specifications
  - i. Flyers/Posters may not exceed 8 ½ x 11 inches or be smaller than 5 x 7 inches.
  - ii. Flyers/Posters posted on Bulletin Boards (Locked Display Cases) will not have tear-away tabs as the boards are glass enclosed and locked.

2. Bulletin Board Locations (Locked Display Cases)
  - i. Bulletin Boards (Locked Display Cases) are installed in the following locations in Memorial Hospital:
    1. Memorial Basement – GI procedures waiting room.
    2. Memorial 1<sup>st</sup> Floor – GI Medicine Clinic, Surgery Clinic.
    3. Memorial 2<sup>nd</sup> Floor – Urology and Endovascular Clinic.
    4. Memorial 2<sup>nd</sup> Floor – Just outside the PCS Suite A. (Note: This display case appears to have been removed. Unable to locate in or near proximity. NC TraCS Communications will follow-up with Hospital to verify if Display Case has been permanently removed or relocated).
3. Duration and Location of Postings
  - i. The Bulletin Boards (Locked Display Cases) will display six 8 ½ x 11 Flyers/Posters per board.
  - ii. Advertisements will be posted on the UNC Hospital approved boards for a 60-day period. At the 60 day mark you will be notified that the advertising period is over and that your Flyer/Poster will be removed. If you want to keep the Flyer/Poster in rotation, please notify us and we will keep it posted.
  - iii. When you submit an IRB-approved Flyer/Poster for posting, please fill out the **IRB-Approved Advertisement Posting Request Form** and rank the locations according to preference of posting. Your Flyer/Poster will be posted to one location, and locations will fill up based on the order the request was received.
  - iv. Individual studies can be re-submitted for additional postings. Studies submitted for re-posting will be reviewed and approved on a case-by-case basis.
  - v. For studies recruiting for an extended period of time, please contact Michelle Maclay, Director of the NC TraCS Communication group to discuss options at [maclay@med.unc.edu](mailto:maclay@med.unc.edu)

### C. Procedure for Television Slides

1. Slide Specifications
  - i. The Hospital has specific dimensions for the slides posted to TV Monitors. NC TraCS has a template created for these specifications and will resize your advertisement. **Please refer to Submission of Information Posting**
  - ii. Include in your request for IRB approval that the advertisement size will be altered to meet Hospital regulations, however the size ratio will remain the same.
2. Television Locations
  - i. - **5 Lobby** - **1 ICU** - **1 ED Waiting Room**
  - ii. Approximately 30-35 slides in the rotation with each slide up for 10-14 seconds at a time.
3. Duration and Locations of Postings
  - i. Slides will run on all of the above-mentioned Television Monitor locations.
  - ii. Please indicate the start and ending date for running your advertisement on the television screens. There is no time limit for posting, but please let TraCS know when you are no longer recruiting so that we can keep the slides updated.

#### **D. Reporting**

1. The following information is required for NC TraCS to monitor and evaluate the success of these efforts:
  - i. How they heard about the study (bulletin board, television monitor, other)
  - ii. Number you receive of the following
    1. Calls
    2. Email
    3. Additional Contact
2. Each month you will receive an email reminder from NC TraCS asking for the number of calls/emails/contact you received and how many came from the Bulletin Board (Locked Display Case) listing or Television Monitor(s).

#### **E. Submission of Information for Posting**

1. Complete and submit the ***IRB-Approved Advertisement Posting Request Form***.
2. Flyers and Posters for Bulletin Boards (Locked Display Cases)
  - i. Study teams will provide the following information to the NC TraCS Communications team:
    1. An electronic version of the IRB-approved advertisement/form and the IRB # sent to Dottie Cheek at [dot\\_cheek@med.unc.edu](mailto:dot_cheek@med.unc.edu).
3. Advertisements for Television Monitors
  - i. Submit a Word, PowerPoint or unlocked PDF version of the IRB-approved Flyer/Poster and NC TraCS can adjust to the Hospital's size specifications. ***Include the IRB # and Form.***
  - ii. Send to Dottie Cheek at [dot.cheek@med.unc.edu](mailto:dot.cheek@med.unc.edu).
4. Deadlines for Submission
  - i. Submissions are accepted throughout the month, and preference for Bulletin Board (Locked Display Case) locations are granted on a first-come, first-served basis.

#### **F. Management of the Boards and Slides**

1. The TraCS Communications Department will work closely with Hospital Facilities Services to coordinate efforts of maintenance and other upkeep.
2. The TraCS Communications Team will submit slides to the Hospital to be added to the rotation on the 1<sup>st</sup> and 15<sup>th</sup> of the month.
3. The TraCS Communications Team will update Flyers and Posters on Bulletin Boards (Locked Display Cases) on the 30<sup>th</sup> of the month.

NC TraCS is here to support all research efforts at UNC and across North Carolina. The Bulletin Boards (Locked Display Cases) and Television Monitors are just two examples in which TraCS is here to support research personnel.

For help with additional recruitment strategies please contact us at [nctracs@unc.edu](mailto:nctracs@unc.edu).