

PARTICIPANT RECRUITMENT SERVICES

Roxane Poskin

Participant Recruitment Manager

roxane.poskin@uky.edu

257-7856

To request help or recruitment consultation
complete a CCTS Service Request Form:

www.ccts.uky.edu



Center for Clinical and
Translational Science

Accelerating discoveries to improve healthSM

CCTS can help you with...

- Developing and implementing a comprehensive recruitment plan
- Connecting with informatics resources for recruitment
- Advertising your study through a variety of free and paid options, including:
 - **Websites:** UK Current Studies/Research Spotlights, CenterWatch, CISCRP
 - **Social Media:** CCTS, UK HealthCare and Research social media venues
 - **UK Public Relations:** UKNow articles, media outlets
 - **UKHealthCare Marketing:** patient mailings, monitor screens

<https://www.ccts.uky.edu/services-resources-researchers/participant-recruitment-services>

PARTICIPANT RECRUITMENT SERVICES (PRS): RECRUITMENT CONSULTATION

PRS provides compliant advertising recruitment materials for studies. We have a wide variety of tools available for University of Kentucky researchers. We can help you develop your recruitment plan, create materials, and promote your IRB approved study on our dedicated resources and paid venues.

- Development of a Recruitment Plan
- Recruitment Resources
- Participant Recruitment Database & Registries
- Media Vendor Services
- Additional Recruitment Services

<https://www.ccts.uky.edu/services-resources-researchers/participant-recruitment-services>

IRB INFORMATION ON RECRUITMENT OF SUBJECTS - ADVERTISING

IRB Survival Handbook

- A Principal Investigator's Guide to Identification and Recruitment of Human Subjects for Research
- IRB Application Instructions – Advertisements
- Guidance on IRB Review of Clinical Trials Websites
- Research Advertising or watch video at IRB REVIEW Recruitment and Advertising Video ([Do's, May's and Don'ts](#))
- Compensation to Research Subjects
- Finder's Fee – University of Kentucky Medical IRB Policy
- Students as Subjects (Vulnerable Subjects)

<https://www.research.uky.edu/office-research-integrity/irb-survival-handbook>

IRB APPROVAL PROCESS

Advertisements must be reviewed/stamped by UK PR and approved by the IRB prior to use.

Institutional Review Board IRB Review

Federal regulations require the IRB to review the methods and materials that investigators propose to use to recruit subjects

Advertisements

“If any materials will be used to recruit subjects for your research study, attach copies of the materials to be used (e.g. flyers, social media, videos, radio scripts, sponsor’s national advertising materials, etc.).”

ORI Contact

Belinda Smith, MS, CCRC, Research Education Specialist

859-323-2446

<https://www.research.uky.edu/office-research-integrity/irb-survival-handbook>

RECRUITMENT RESOURCES

Participant Recruitment Services (PRS) is a value added, no cost services

- Participant recruitment consultations
- Assistance with development of a recruitment plan for IRB Research Description
- Recommended sample language for IRB Research Description
 - [Research Description_Advertising section, add recruitment material attachments](#)
- Pre-screening of potential subjects to determine initial eligibility information
- Instructions for using RedCap Online Prescreening Form (can be used in ResearchMatch)
- Creation of advertising materials: e.g. flyers, social media, brochures, posters, ResearchMatch flyer, monitor screen ads
- Connection with UK PR to create research articles to promote studies

Recommend adding recruitment methods & ads at the start.

- Sample language for Research Description_Advertising
 - Details on how you will recruit
 - Recruitment material attachments

The screenshot displays a web-based interface for managing a clinical trial protocol. The top navigation bar includes 'Dashboard' and 'Print Protocol' buttons, along with protocol details: Protocol #: 42425, PI Name: Belinda Smith, Short Title, ORI Internal Use: IR, MEDXP, Approval Period: -, Status: Active, and Stage: PRE. A left-hand sidebar lists 'APPLICATION LINKS' and 'IRB APPLICATION SECTIONS'. The 'IRB APPLICATION SECTIONS' are expanded to show 'Protocol Type' (checked), 'Expedited Categories', 'Project Information', 'PI Contact Information', 'Risk Level', 'Subject Demographics', 'Informed Consent', 'Study Personnel', 'Research Description' (highlighted with a blue arrow), 'HIPAA', 'Study Drug Information', 'Study Device Information', 'Research Sites', 'Research Attributes', 'Funding/Support', 'Other Review Committees', 'Additional Information/Materials', 'Signatures (Assurances)', and 'Submission'. The main content area is divided into sections: 'Subject Recruitment Methods & Privacy' with a text box containing instructions on describing identification and recruitment plans; a 'Please note' section regarding UK Medical Institutional Review Board (IRB) approval of finder's fees; 'Advertising' with a text box for specifying advertising plans and attaching instructions; and 'Informed Consent Process' with a text box for describing consent procedures. An 'Attachments' button is located below the 'Advertising' section.

WE CAN MOCK UP RECRUITMENT MATERIALS

Flyer

UNIVERSITY OF KENTUCKY RESEARCH

EXERCISE TRAINING STUDY



You may be eligible for this research if you:

- are 65 years old or older
- have normal or controlled blood pressure
- do not have diabetes
- do not have any known heart, muscle or nerve disorders
- are able to participate in an exercise program

Researchers at the University of Kentucky are studying how a widely prescribed medication may enhance your ability to benefit from resistance exercise. Participants should not be currently performing weight lifting exercises and will be required to pass a physician exam. All study procedures including the exercise program will be free of charge and will take place in the UK Medical Center and the College of Health Sciences.

SUBJECTS WILL RECEIVE:
VALUABLE INFORMATION ABOUT THEIR HEALTH
FREE PERSONAL TRAINING
COMPENSATION FOR THEIR TIME

For more information, contact:
Douglas Long
 Research Coordinator
 delong2@uky.edu
 859-323-5438

UK
 UNIVERSITY OF KENTUCKY
 An Equal Opportunity University

www.UKclinicalresearch.com

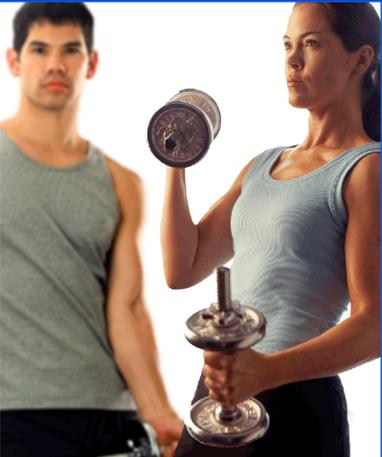
Radio script

PRODUCTION	TIME	COPY (Double Spaced – ALL CAPS – 11 point font size)
		RESEARCHERS AT THE UNIVERSITY OF KENTUCKY ARE
		CONDUCTING A STUDY TO SEE IF <u>INFLAMMATION IN THE FAT</u>
		<u>AND BLOOD CAUSES A TENDENCY FOR PRE-DIABETES.</u> YOU
	10	MAY BE ELIGIBLE TO PARTICIPATE IF YOU ARE BETWEEN THE
		AGES OF THIRTY-FIVE TO SIXTY-FIVE, ARE NORMAL WEIGHT OR
		OVERWEIGHT, HAVE A FAMILY HISTORY OF DIABETES,
		SLIGHTLY ABNORMAL BLOOD SUGAR, AND HIGH BLOOD
	20	PRESSURE OR CHOLESTEROL. PLEASE CONTACT RESEARCH
		COORDINATOR AT EIGHT-FIVE-NINE-THREE-TWO-THREE-NINE-
		NINE-EIGHT-SEVEN. THAT'S EIGHT-FIVE-NINE-THREE-TWO-
		THREE-NINE-NINE-EIGHT-SEVEN. OR VISIT
	30	UKCLINICALRESEARCH.COM.

Recruitment articles & monitors

HealthCare

MUSCLE RESEARCH STUDY



We are conducting a study on the biology of healthy muscle and how it relates to your physical function.

For more information:
 visit www.ukclinicalresearch.com or
 contact Douglas Long at delong2@uky.edu

Newspaper digital and print

UNIVERSITY OF KENTUCKY RESEARCH

Exercise Training Study

UK researchers are studying how a widely prescribed medication may enhance your ability to benefit from resistance exercise.

You may be eligible to participate if you are 65 years or older. You will be compensated for your time.



Contact:
 Doug Long
 delong2@uky.edu
 859-323-5438

UK
 UNIVERSITY OF KENTUCKY
 An Equal Opportunity University

www.UKclinicalresearch.com

Social media

Facebook

Twitter

Instagram

App ads

Registries:

ResearchMatch

Wellness, Health & You!

Movie theaters

Pandora

Grocery carts

YMCA – treadmills

Referral letters

- Physicians Liaison
 - Names and addresses
- UK Post Office
 - Processing and mailing
- BMI i2b2
 - Feasibility searches
- EDW Consent to Treat

Link advertisement to online submit flyer, UKclinicalresearch.com

RECRUITMENT VIDEOS

YouTube recruitment: Down syndrome Alzheimer's disease research study

Storyboard

Frances story board .60 seconds

1



Meet Frances. She was a research participant at the University of Kentucky.

2



Along with her sister, Frances consented to participate in an aging and Down syndrome research study.

3



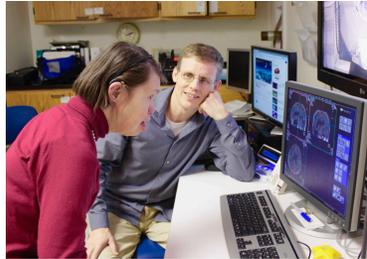
Researchers study how aging in Down syndrome may lead to Alzheimer's disease

4



which can affect a person's memory and thinking as they get older.

5



This is one example of how families and UK researchers are working together

6



to identify ways that may improve the health of our families and communities.

7



Thank you Frances, for your gift of participation!

8



Upon Frances' passing in November 2017, she continued to participate in research by donating her brain to the UK Sanders-Brown Center on Aging.

9



10



RECRUITMENT RESOURCES

Promotion of IRB approved studies

- Recruitment websites
 - UKclinicalresearch.com, CenterWatch.com, CISCRP.org
 - Links to UKclinicalresearch.com: UK Homepage, UK HC, Research, COM, Patient Portal, Get-Well Network (patient room monitor screens)
- Social media:
 - UK CCTS, UK HC and Research ([Facebook](#), [Twitter](#), [YouTube](#))
- Wall mounts:
 - 5 dedicated research wall mounts
 - 27 UK HC monitor screens
- Turfland Clinic – flyers on doors (Barnstable Brown Kentucky Diabetes Center)
- Registries: ResearchMatch, Wellness Health & You, Sanders Brown
- Attend community outreach events with us **or** we can provide recruitment materials/items
- General Educational Research Articles: UK PR Boilerplate language

[You can make a difference through participating in research and discovery.](#)
[To find more information, including a list of current studies at UK and access to studies nationwide, please visit \[UKclinicalresearch.com\]\(http://UKclinicalresearch.com\) or call 859.257.7856.](#)

RECRUITMENT CONTACTS

CCTS Contacts:

Recruitment Campaigns/Consultations:

Roxane Poskin, roxane.poskin@uky.edu

Development of study advertisements:

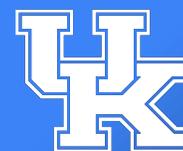
Bryan Sanders, bryan.sanders@uky.edu

Community Engagement and Research

Ashley Hall, agtayl3@uky.edu

Public Relations advertising review approvals:

Mallory Powell, mallory.powell@uky.edu



Center for Clinical and
Translational Science

STEPS TO DEVELOP THE PLAN

Define your Audience

- What type of participants do you seek?

Audience Pathway

- Where can you find your potential participants?

Historical Data

- What has worked in the past? **Keep study advertising metrics!**

Messaging

- What initial information does your audience need to spark their interest?

Budget

- Do you have an advertising budget, will it cover the length of your study?

Timing

- Recruitment activities

DEVELOPMENT OF A RECRUITMENT PLAN

Factors to consider for the development of a strategic recruitment plan

Study design

- Biostatistics, Epidemiology & Research Design (BERD)

Feasibility searches

- Biomedical Informatics (BMI)
- ResearchMatch.org, Wellness, Health & You (WHY) registry, Sanders Brown

Recruiting special populations

- Community Engagement and Research Core (CERC)
- Integrated Special Populations (ISP)

Recruitment plan references ([Recruitment considerations](#))

Advertising budget for over the course of a study

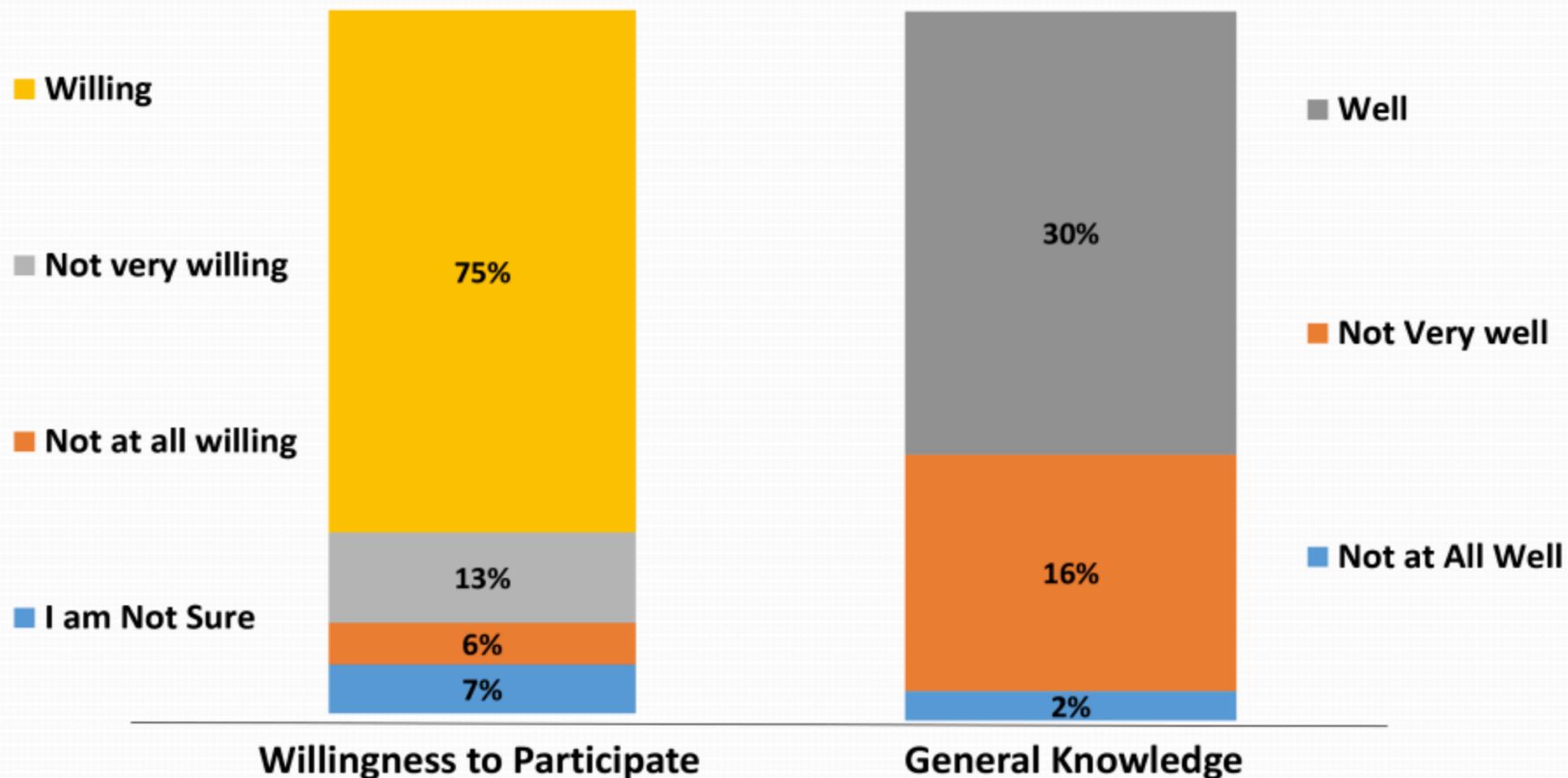
Factors affecting predicted time to accrual completion

Study promotion campaign and contingency plan

Ideas for multiple recruitment approaches

<https://www.ccts.uky.edu/services-resources-researchers/participant-recruitment-services>

Public Willingness and Self-Reported General Knowledge of Clinical Research



Source, CISCRP, All Respondents, Study N=12,427, 2017

WHO IS YOUR AUDIENCE?

Your audience is someone who influences the decision on whether to participate in a clinical trial:

- The potential participant
- Family Member
- Health Care Professional
- People – Individuals with “like” conditions

Most Important Information Influencing Decision to Participate

	Percent Rate "Very Important"
Potential risks and benefits	83%
Purpose of the clinical research study	75%
Types of medical procedures required	73%
If my confidentiality would be protected	63%
Physical location of the research study center	60%
Potential costs and reimbursements	57%
Length of participation	56%
If I would receive a summary of the study results after my participation ended	56%
Being provided with supporting information on managing my health condition in general	53%
Being provided with supporting information on the clinical research study	54%
Duration of each study visit	50%
Number of study visits	48%
If I would have access to the study drug after my participation ended	47%

Source, CISCRP, All Respondents, Study N=12,427, 2017

WHAT ARE THE AUDIENCE PATHWAYS?

Where will you find interested research participants?

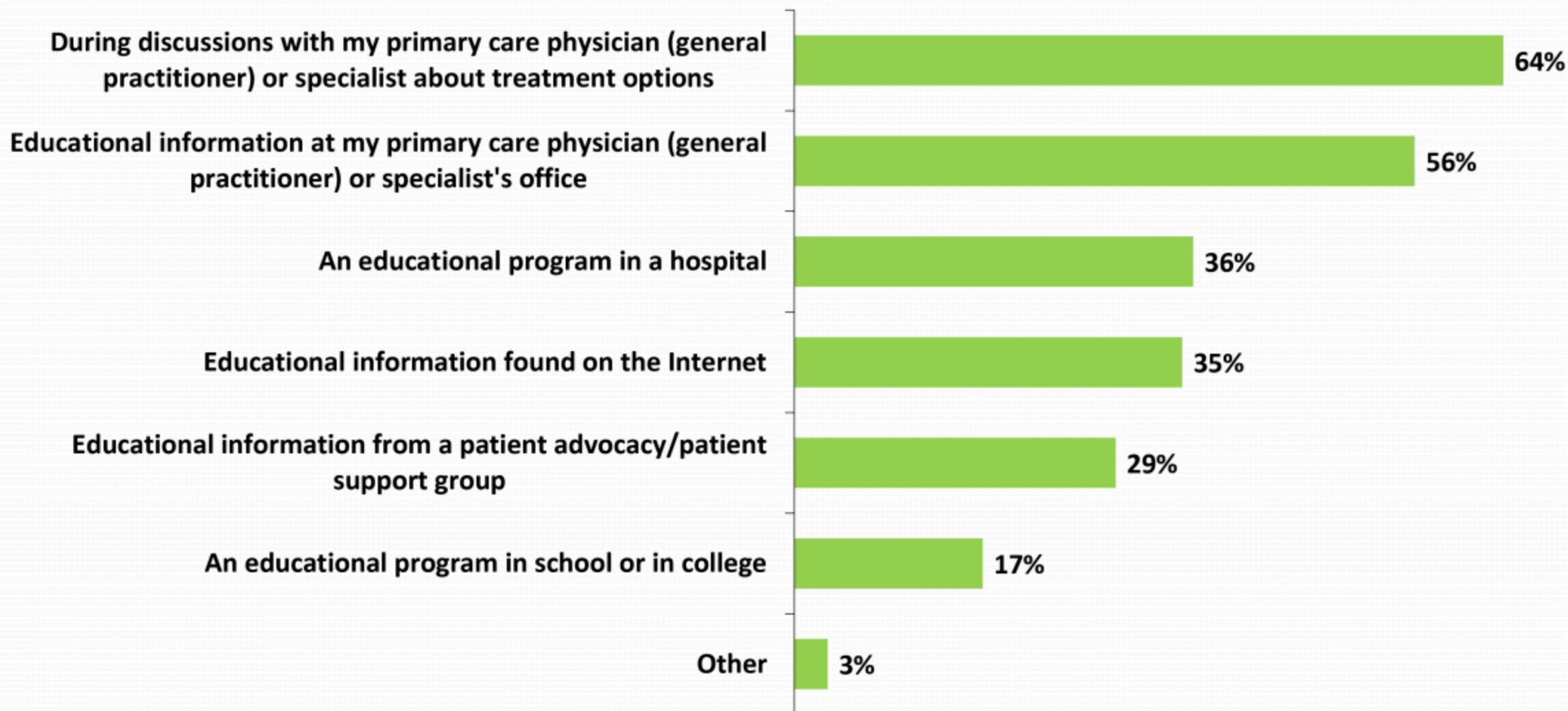
- Medical Community
 - UK or community physicians
- Local or surrounding community
 - Media vendors
 - Community outreach events
- Advertising: Free and paid advertising
 - Traditional
 - Digital
 - Social Media
 - Search engines
 - Support group websites
 - Websites (internal/external, blog, etc.)

TRADITIONAL PATHWAYS

Do you have an Advertising Budget?

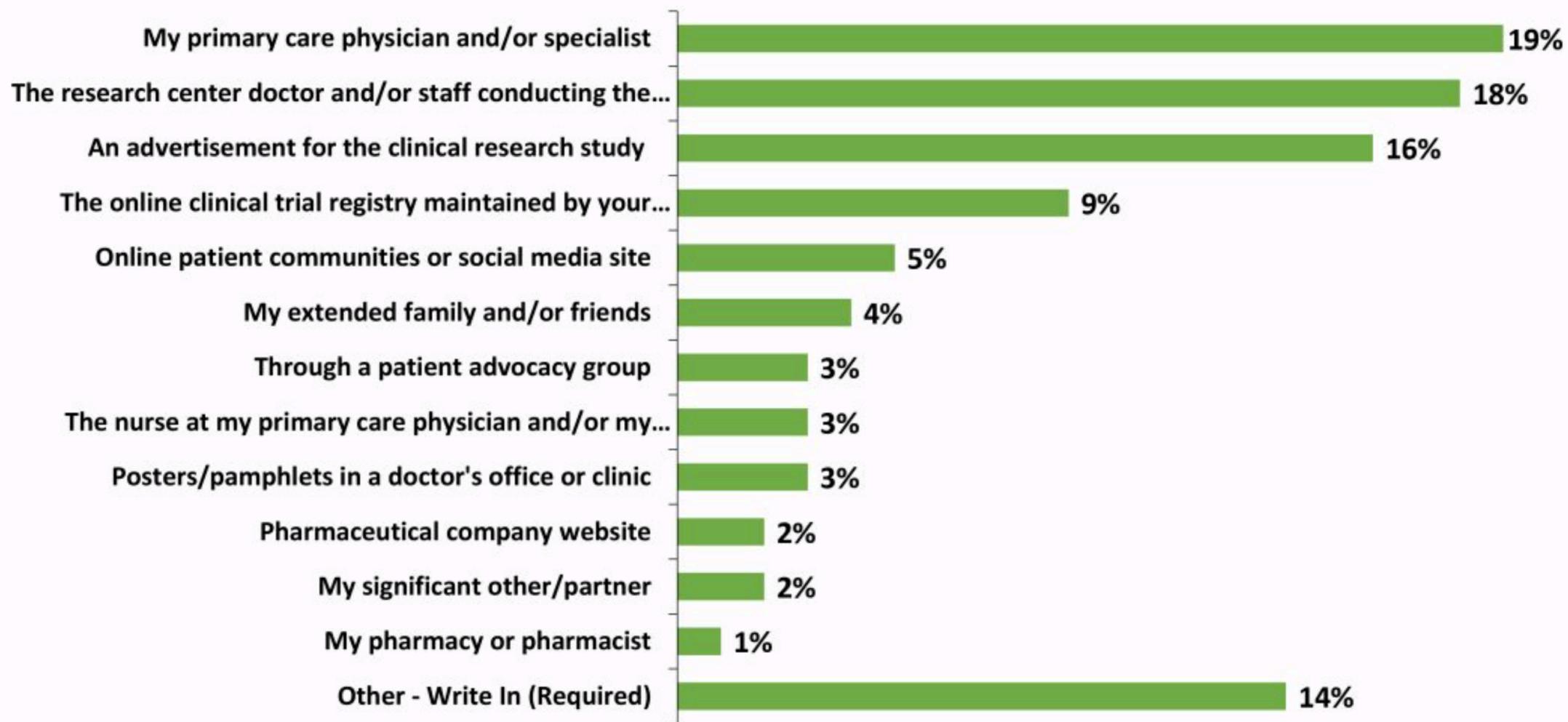
- Radio stations
 - Create script
 - Negotiate costs
 - Placement
- Newspaper ads
 - Create ads
 - Digital and print ads
 - Placement
- Movie theaters
- Bill boards
- Facebook – boost ads
- Snapchat
- App ads

Preferred Ways to Learn About Clinical Research



Source, CISCRP, All Respondents, N=12,427, 2017

Top Sources Where People Learned About Clinical Research Studies



Source, CISCRP, All Respondents, Study N=12,427, 2017

RECRUITMENT ADVERTISING/PROMOTION

WALL MOUNTS



PARTICIPATE IN RESEARCH

Current Studies

From treating cancer to preventing childhood obesity, University of Kentucky researchers are committed to improving the health of our families and communities. **Join us in discovery!**

Featured Research Studies

<p>Marijuana Research Opportunities</p> 	<p>Do you have asthma and allergies?</p> 	<p>Health volunteers needed for hip and joint study</p> 
<p>Attention: Individuals with heart failure and their family members</p> 	<p>Clostridium Difficile (C. Difficile)</p> 	<p>Healthy volunteers needed for a study on Crohn's disease</p> 

Browse All Research Opportunities

Explore current research opportunities by categories below. If you find a study that interests you, you can contact the research team directly, or submit your contact information and they will get in touch with more information.

- » **Healthy Volunteer Studies**
- » **Attention Deficit Hyperactivity Disorder (ADHD)**
- » **Aging & Geriatrics**
- » **Multicultural Studies**
- » **Alzheimer's disease and related disorders**
- » **Allergy, Asthma & Sinus**
- » **Arthritis, Autoimmunity, Rheumatology, Bones & Joints**
- » **Blood Disorders**
- » **Brain & Nervous System (Neurology)**
- » **Neurology Current Clinical Studies**
- » **Cancer & Cancer Related**
- » **Cardiology & Vascular Diseases (Arteries, Heart & Vein)**
- » **Children's Health Care**
- » **Cholesterol**
- » **Communication & Voice Disorders**
- » **Cosmetic & Reconstructive Surgery**
- » **Dental & Oral Health**
- » **Diabetes**

We will link recruitment ads to online submit flyer, UKclinicalresearch.com

ONLINE FLYER SUBMIT FORMS

UNIVERSITY OF KENTUCKY RESEARCH



Healthy volunteers needed for hip & joint study

Researchers at the University of Kentucky are inviting you to participate in a study for hip and joint research. Each participant would undergo positron emission tomography and MRI of their hip joints. Biomechanical analyses will be taken during walking, jumping, and squatting exercises. These measurements will be taken at the beginning of the study and again at 12 and 24 month follow-ups.

You may be eligible if you are:

- Between the ages of 18-50
- Have no current lower extremity joint pain
- Have no previous lower extremity surgery

For more information:
Michael Samaan, PhD
Michael.Samaan@uky.edu
(859) 257-2706



An Equal Opportunity University
www.UKclinicalresearch.com

exercise study

KIN-036_flyer #

If you are interested in learning more about this study, please complete this form:

Name

Email

Phone Number (I give permission to receive study-related text messages.)

Yes

No

How did you hear about this study?

Facebook

Twitter

UK Current Studies webpage

Paper flyer

Health care provider

Research registries -- ResearchMatch.org, KY Women's Health, Sanders-Brown, etc.

Research websites -- CISCRRP, Clinicaltrials.gov, CenterWatch, etc.

Word of mouth

Other...

Submit

Similar Topics

Healthy Volunteer Studies

Men's Health

Orthopaedics, Rehabilitation, Sport Medicine & Human Performance

Women's Health

Recruitment ads - link to online submit flyer, UKclinicalresearch.com

Behavioral Science: Bill Board Advertisement



UNIVERSITY OF KENTUCKY
SMOKING STUDY

UK
UNIVERSITY OF
KENTUCKY®

Smokers ages 21-60 are needed.
Call today for a confidential interview:

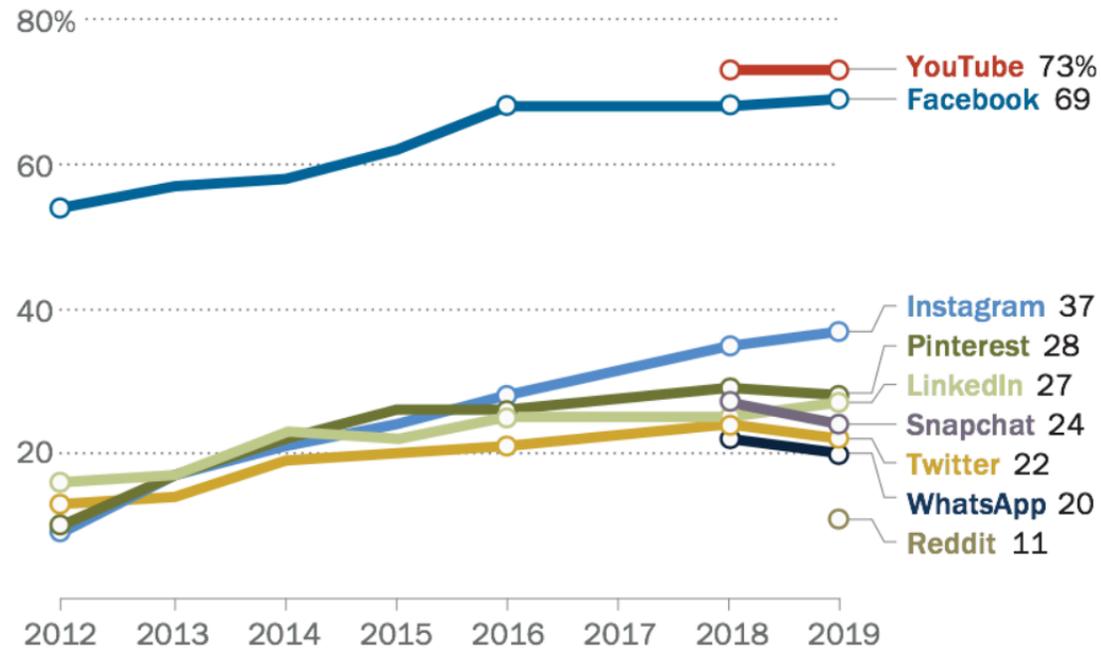
1-866-933-4UKY

You will be paid for your participation.

SOCIAL MEDIA USERS

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Source: Pew Research Center

Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000-\$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

WE CAN MOCK UP SOCIAL MEDIA RECRUITMENT MATERIALS

Online newspaper banners

UNIVERSITY OF KENTUCKY RESEARCH
Study on Inflammation in the Fat and Blood

Researchers at the University of Kentucky are inviting you to participate in a study to see if there are changes in inflammation in the fat and blood that may cause a tendency for pre-diabetes. Inflammatory chemicals will be measured in the blood and fat tissue, along with measurement of insulin resistance.

You may be eligible to participate if you:

- are between the ages of 35-65 • are overweight or lean
- have a family history of diabetes • have slightly abnormal blood sugar
- have high cholesterol/triglycerides or hypertension

For more information, contact
Stacie BeBout, CCRP
Phone: **859-323-9987**
Email: staciebebout@uky.edu

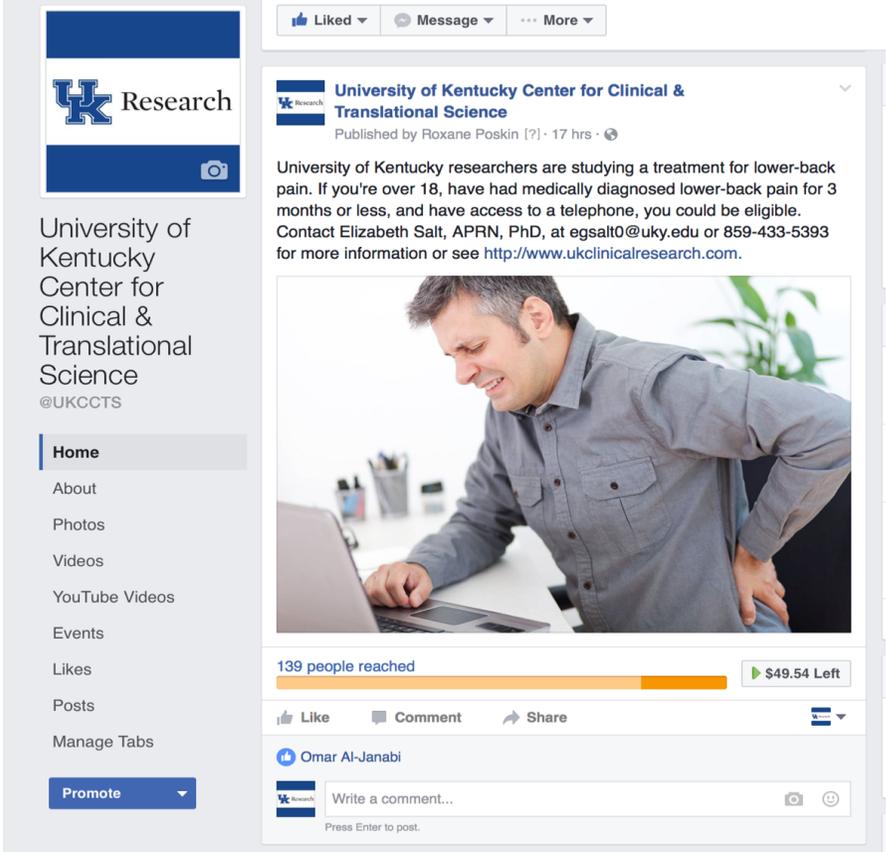


www.UKclinicalresearch.com • *An Equal Opportunity University*



HIGH BLOOD PRESSURE?
Click here to learn about a research study at UK >>

Link to online submit flyer
Or UKclinicalresearch.com



University of Kentucky Center for Clinical & Translational Science
@UKCCTS

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Likes
Posts
Manage Tabs
Promote

University of Kentucky Center for Clinical & Translational Science
Published by Roxane Poskin [?] · 17 hrs · 🌐

University of Kentucky researchers are studying a treatment for lower-back pain. If you're over 18, have had medically diagnosed lower-back pain for 3 months or less, and have access to a telephone, you could be eligible. Contact Elizabeth Salt, APRN, PhD, at egsalt0@uky.edu or 859-433-5393 for more information or see <http://www.ukclinicalresearch.com>.

139 people reached
\$49.54 Left

Like Comment Share

Omar Al-Janabi

Write a comment...
Press Enter to post.

Internet: Facebook, Twitter, Instagram, Pinterest, YouTube

Facebook paid-boost

Link advertisement to online submit flyer, UKclinicalresearch.com and **REDCap**.

HOW TO SUBMIT FOR IRB REVIEW & APPROVAL

Note: Social Media and YouTube is handled like all other participant recruitment materials. Documentation is required for everything.

- A **hard copy (storyboard)** of final mock-up, including images (no copy right photos/unless purchased or approved)
- **All** study-specific home pages, posts, tags, and ads
- If you make changes to recruitment materials during course of the study these **changes must be submitted for IRB review.**
- Changes are **normally** quick turnarounds using the expedited review process.

FACEBOOK AND TWITTER RESEARCH POSTS

University of Kentucky Center for Clinical & Translational Science @UKCCTS

You can make a difference through research - Join us in discovery

Like Following Share Send Message

Create Post Live Event Offer Job

Write a post...

Photo/Video Get Messages Feeling/Act...

Our Story

The Center for Clinical and Translational Science at the University of Kentucky is an integrated aca...

+ Finish your story to tell people more about your business.

Page Tips See All

Know Friends Who Might Like Your Page?

Invite friends to like University of Kentucky Center for Clinical & Translational Science and help you connect with more people.

Easily Manage Your Page From Anywhere

Get the Pages Manager app to post and respond to Page visitors on the go.

Create a Group for Your Page

Help your audience connect in a group. Groups are separate spaces for people to have discussions, plan events, share photos and more. You can interact with people in the group as your Page or yourself.

See All Page Tips

50% response rate, 11 hours response time

Respond faster to turn on the badge

571 likes +2 this week

Ryan Vicini and 12 other friends

facebook.com/UKCCTS

FACEBOOK BOOSTS

Paid advertising, Create audience

UK HealthCare July 17 · 🌐

Clinical research helps us find new and better treatments -- and you can help!

UNIVERSITY OF KENTUCKY RESEARCH

ACL Reconstruction Study

Researchers at the University of Kentucky are conducting research to determine the factors associated with long term functional and psychosocial alterations after an ACL reconstruction.

You may be eligible for this research study if you:

- Are 18-55 years old;
- Are 5-20 years out from an ACL reconstruction OR are healthy and have no history of any major lower extremity surgeries or injuries.

Participants will be compensated for their time.

For more information or to participate, please contact:
Allie Romines
allie.romines@uky.edu

www.ukclinica.research.com

Like Comment Share

twitter.com/UK_HealthCare
[Facebook.com/UK_HealthCare](https://facebook.com/UK_HealthCare)

Center for Clinical and Translational Science Accelerating discoveries to improve health

UK CCTS @UK_CCTS

Tweets 458 Following 447 Followers 555

Trends for you · Change

#HaagenDazsSpirits Cheers to the new Häagen-Dazs Spirits Collection. Promoted by Häagen-Dazs

Tyler Herro

Star Wars 234K Tweets

#EpisodeIX 153K Tweets

Lando 20.6K Tweets

#TheRiseOfSkywalker Men's Journal + Fitness is Tweeting about this

Palpatine 34.4K Tweets

#ThunderOverLouisville Kentucky Tourism is Tweeting about this

The Last Jedi 10.4K Tweets

Bill Murray 1.081 Tweets

What's happening? See 1 new Tweet

UK CCTS @UK_CCTS · Apr 10

Healthy volunteers needed for hip & joint study. Researchers at the University of Kentucky are inviting you to participate in a study for hip and joint research.

For more information:
Michael Samaan, PhD
Michael.Samaan@uky.edu
(859) 257-2706

Vindico Medical Education @VindicoMedEd · Mar 18

Join us on April 12th at the Philadelphia Marriott Downtown for dinner and #CME! Learn more about critical updates on the role of #HPV vaccination in the prevention of HPV-associated cancers. Registration & more info ---> ow.ly/TSrz30nXnSt #IM2019

twitter.com/uk_ccts

CCTS, UK HealthCare and Research will promote your studies, pending IRB approval.

PARTICIPANT REGISTRIES AND DATABASES

ResearchMatch (RM) : www.researchmatch.org (140,217+ RM participants, 2,840+ in KY)

- Monthly Online Researcher Training
- Or individual trainings: Roxane Poskin, RM Research Liaison
- You can registry now with your name@uky.edu email and conduct feasibility searches

ResearchMatch approvals needed at UK

- IRB approved study
- State use of RM in Research Description, Subject Recruitment Methods and Advertising
- Study flyer with NO contact information
- Create REDCap Prescreening form and add link to your study on RM

Promote ResearchMatch

- Help us promote RM with brochures in your clinics, waiting rooms, etc.

RESEARCHMATCH: **PRESCREENING FORMS**

ResearchMatch has not changed its protocol for the way in which the matching occurs, but....

- They are offering a service for research teams to send an IRB approved REDCap filtering survey to volunteers AFTER the volunteer agrees to allow their contact information to be released to the researcher.
- After the volunteer sees the initial contact message and says “yes” twice, they are redirected to the IRB approved REDCap prescreening survey and their contact information is provided to the researcher in the continuum.
- This REDCap prescreening survey link can also be added to your online submit study flyer on
UK Current Studies – [UKclinicalresearch.com](https://www.ukclinicalresearch.com).

RESEARCHMATCH: EXAMPLE REDCAP FORM

Email

1 **Have you had prior surgery or an operation (e.g., arthroscopy, endoscopy, etc.) of any kind?**
* must provide value
 Yes No reset

2 **Have you had a prior diagnostic imaging study or examination (MRI, CT, Ultrasound, X-ray, etc.)?**
* must provide value
 Yes No reset

3 **Have you experienced any problem related to a previous MRI examination or MR procedure?**
* must provide value
 Yes No reset

4 **Have you had an injury to the eye involving a metallic object or fragment (e.g., metallic slivers, shavings, foreign body, etc.)?**
* must provide value
 Yes No reset

5 **Have you ever been injured by a metallic object or foreign body (e.g., BB, bullet, shrapnel, etc.)?**
* must provide value
 Yes No reset

6 **Are you currently taking or have you recently taken any medication or drug?**
* must provide value
 Yes No reset

7 **Are you allergic to any medication?**
* must provide value
 Yes No reset

8 **Do you have a history of asthma, allergic reaction, respiratory disease, or reaction to a contrast medium or dye used for an MRI, CT, or X-ray examination?**
* must provide value
 Yes No reset

9 **Do you have anemia or any disease(s) that affects your blood, a history of renal (kidney) disease, renal (kidney) failure, renal (kidney) transplant, high blood pressure (hypertension), liver (hepatic) disease, a history of diabetes, or seizures?**
* must provide value
 Yes No reset

PARTICIPANT REGISTRIES, DATABASES, E-NEWSLETTERS

Wellness Health & You registry: www.ccts.uky.edu/wellness-health-you-why
17,000 participants

Sanders Brown Center on Aging: www.uky.edu/coa/

- Database, 65 and older

E-Newsletters

- Wednesday Word (Cancer studies)
- KORN

UKNOW ARTICLES CCTS FEATURED STUDY SOCIAL MEDIA POSTS YOUTUBE

Researchers:

Heather Bush, PhD

Ann Coker, PhD, RN

Amanda Fallin-Bennet, PhD, RN

Research Participant

Aime Kunes



[Wellness, Health & You](#)

YOUTUBE VIDEOS

Karen Esser, PhD
Professor of physiology
Jody Clasey, PhD
Associate professor of kinesiology and health
promotion

The project, "Circadian Rhythm Parameters and Metabolic Syndrome Associated Factors in Young Children", also known as the Clay County Clock Study.

The research team hopes to learn about the relationship between circadian rhythms, eating, and activity behaviors and the incidence of overweight and obesity in children.



Clay County Clock Study Part 1: UK Research Project Lets Kids Be Scientists



University of Kentucky

Subscribe 2,600

667 views

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Published on May 26, 2015

Watch what happens when Clay County Elementary students join UK researchers to study weight and circadian rhythms in children. This is Part 1 of a special <http://UKNow.uky.edu> series about this project. In June, watch Part 2 to discover how these young scientists were rewarded for their efforts.

SHOW MORE

GENERAL EDUCATIONAL RESEARCH MATERIALS

- **General research:** Articles, Facebook, Twitter posts, YouTube videos, etc that intend to foster participant engagement, not enrollment into specific studies. The public finds this information useful.
- **In line with FDA guidance:** It's difficult to make the argument that to review these types of materials would provide any additional protection to participant with regards for their rights, safety, or welfare.
- **But, the IRB could ask to review.**

PROMOTE RESEARCH STUDY PARTICIPATION TO YOUR STUDY VOLUNTEERS.

Mention to study participants (even screen failures) how they can find and get involved in research studies at University of Kentucky.

HOW?

- Direct to UK Current Studies website: UKclinicalresearch.com
- Consider joining a registry: ResearchMatch.org/uky
Researcher from across the nation are looking for study volunteers, and volunteers are looking for research studies.
- We can develop an email for you to send to your database of past research participants about Current Studies and ResearchMatch.
- Ask volunteers to join UK Social Media Facebook and Twitter pages.
All IRB approved studies are posted on UK CCTS and UK HealthCare social media webpages.
- Request to place UK Current Studies/ResearchMatch brochures in your departments.

FEEDBACK ON STUDY ENROLLMENT

How successful or unsuccessful was your participant enrollment?

- From the beginning, ask participants how they learned about the study
- We can provide an excel or REDCap tracking survey
- Every 6 months and at the close of study, we will check on study status
 - ❖ Enrollment Study Status check survey

At the close of your study enrollment:

- When informed, we will remove recruitment advertisement
- Provide you with metrics

We need your help in gathering recruitment metrics for future studies!

RECRUITMENT METRICS

UNIVERSITY OF KENTUCKY RESEARCH

Exercise and Biological Clock Study

Researchers at the University of Kentucky are inviting you to participate in a study about the effect of exercise timing on biological (circadian) rhythms. The study will involve 5 days of exercise training. Measurements will be taken before and after the training to compare results.

You may be eligible to participate if you:

- Are between the ages of 18-45;
- Do not smoke;
- Are not pregnant; and
- Do not participate in structured exercise more than 2 hours each week.

Participants will be compensated for their time.

For more information, please contact:
 J. Matthew Thomas at jmthom@uky.edu or 270-402-2214
 -OR-
 Jody Clasey, PhD, at jclase0@uky.edu or 859-257-8055

UK Research
 An Equal Opportunity University
www.UKclinicalresearch.com

UNIVERSITY OF KENTUCKY RESEARCH

Exercise Training Study

Researchers at the University of Kentucky are inviting you to participate in a study about the effect of exercise timing on metabolic health. The study will involve 4 weeks of exercise training. Measurements will be taken before and after the training to compare results.

You may be eligible to participate if you:

- Are between the ages of 18-45;
- Do not smoke;
- Are not pregnant; and
- Do not participate in structured exercise more than 2 hours each week.

Participants will be compensated for their time.

For more information, please contact:
 J. Matthew Thomas at jmthom@uky.edu or 270-402-2214
 -OR-
 Jody Clasey, PhD, at jclase0@uky.edu or 859-257-8055

UK Research
 An Equal Opportunity University
www.UKclinicalresearch.com

ResearchMatch email:
 No contact information

Dear ResearchMatch participants:

Researchers are inviting you to participate in a study about the effect of exercise training on biological (circadian) rhythms. The study will involve 5 days of exercise training. Measurements will be taken before and after the training to compare results. Participants will be compensated for their time.

You may be eligible to participate if you are:

- Between the ages of 18-45;
- Do not smoke;
- Are not pregnant; and
- Do not participate in structured exercise more than 2 hours each week.

Study length: 12/16/16 to 3/18/2019

Flyer submit forms	527
Flyers Wall Mount	360
Facebook free	987
Facebook boost	4282, 33 shares
Website views	8933
ResearchMatch	700 contacted 22 Yes responses

How did you learn about this study?

Facebook	17
Twitter	3
UKclinicalresearch.com	351
Word of mouth	52
Paper flyer	27
HealthCare provider	3
Research registries	20
Research websites	22
Other	26, google search

View Results

OVERVIEW EDIT AD

Are you satisfied with this ad?

You targeted men and women, ages 18 - 45 who live in 1 location, and have 6 interests.
 Show full summary

This ad ran for 7 days.

Your total budget for this ad was \$50.00 USD

3,930 People Reached (??) 145 Post Engagement \$50.00 Total Spend (??)

Actions | People | Placements | Locations

Photo Clicks 12
 Link Clicks 90
 Comments 4
 Shares 7

33 reactions, 4 comments, 8 shares

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

Boost Another Post Close

UNIVERSITY OF KENTUCKY RESEARCH

Exercise Training Study

Researchers at the University of Kentucky are inviting you to participate in a study about the effect of exercise timing on metabolic health. The study will involve 4 weeks of exercise training. Measurements will be taken before and after the training to compare results.

You may be eligible to participate if you:

- Are between the ages of 18-45;
- Do not smoke;
- Are not pregnant; and
- Are not on any medication for insulin sensitivity or blood pressure.

Participants will be compensated for their time.

For more information, please contact:
 J. Matthew Thomas at jmthom@uky.edu or 270-402-2214
 -OR-
 Jody Clasey, PhD, at jclase0@uky.edu or 859-257-8055

UK Research
 An Equal Opportunity University
www.UKclinicalresearch.com

Recruitment ads - link to online submit flyer, UKclinicalresearch.com

RECRUITMENT CONTACTS

CCTS Contacts:

Recruitment Campaigns/Consultations:

Roxane Poskin, roxane.poskin@uky.edu

Development of study advertisements:

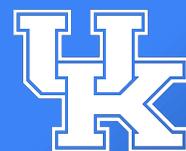
Bryan Sanders, bryan.sanders@uky.edu

Community Engagement and Research

Ashley Hall, agtayl3@uky.edu

Public Relations advertising review approvals:

Mallory Powell, mallory.powell@uky.edu



Center for Clinical and
Translational Science