

e-IRB Application (Submission) Research Description: [Add all attachments to _Advertising section](#)

ADVERTISING SECTION: Sample Document

NOTE: In your e-IRB Application you will describe advertising that will be performed for recruitment, only include strategies you will use in Research Description.

REQUIRED - IRB Review

Advertisements must be reviewed and approved by the IRB prior to use. For additional details, see topic [“Recruitment”](#) or [“Advertising” on ORI’s IRB Survival Handbook web](#).

Center for Clinical and Translational Science (CCTS):

The following are descriptions for strategic advertising to be listing in Research Description, the CCTS can provide these resources for recruitment of study populations.

NOTE: If using the CCTS please notify Participant Recruitment Services (PRS) when you have IRB approval to enroll subjects and provide your IRB approval letter and Research Description.

Print advertisements: The study will recruit subjects through flyers, brochures, posters, Research Spotlights, ads placed on campus and in the surrounding community and region (Study Team will place/remove ads), including but not limited to the UK Medical Center, UK Clinics, Good Samaritan Hospital, Student Center, UHS, the 5 UK Center for Clinical and Translational Research wall mounts, Cardinal Hill, monitor screens, and area facilities and businesses.

Internet and Social Media: This study will be advertised on recruitment internet webpages in digital or video form (e.g., UKclinicalresearch.com, ResearchMatch.org, CenterWatch.com, CISCRP, UK, CCTS and may utilize Google Adwords). The study will be promoted via social media, including Facebook boost ads, UK_CCTS Facebook, UK_CCTS Twitter, UK and UKHC social media, and departmental/lab pages. If advertised on UKClinicalresearch.com, the online study flyer will include an option for interested individuals to enter and submit their contact information, they will be asked whether study team can contact them (Yes or No) via study-related text messages, and CCTS will also ask, ‘How did you learn about the study? Internet and social media recruitment will follow the terms of use for each site utilized. The study will also be promoted through UK HC monitor screens.

Research Participant Registries: Potential participants may be identified from registry databases, including but not limited to ResearchMatch.org*, Wellness Health and You, Sanders Brown Center on Aging, Infectious Disease, Dentistry, and the Markey Cancer Center.

*ResearchMatch.org will be utilized as a recruitment tool for this protocol. ResearchMatch.org is a national electronic, web-based recruitment tool that was created through the Clinical & Translational Science Awards Consortium in 2009 and is maintained at Vanderbilt University as an IRB-approved data repository (see IRB #090207)." Once UK IRB approval is obtained the researcher or proxy will upload a flyer with no contact information will by email via ResearchMatch to selected de-identified participants in the ResearchMatch registry. If the de-identified participant selects “Yes, I’m interested!” the researcher or proxy will receive information about participant and they may contact them with more information about their research study. If the participant selects “No, thanks”, researcher or proxy will not receive any information from de-identified participant.

REDCap prescreening form: The study will employ a pre-screening eligibility survey to determine if a volunteer meets basic inclusion/exclusion criteria (**Provide prescreening Appendix _ if not using remove this section**). We will build and administer the eligibility survey on UK's REDCap which provides HIPAA compliant storage on UK servers and encrypted transmission of survey responses. The portable devices do not download the data, it is directly stored into the secure web-based connection (https) behind the firewall. All files are password protected once entered into the system. All project data is stored and hosted locally. A link to the eligibility survey will be provided in recruitment materials. The link will also be included in study information sent to ResearchMatch participants who have indicated interest in the study. Before redirecting the volunteer outside of ResearchMatch and to the REDCap survey, the volunteer is once again asked to confirm their interest in completing the pre-screening survey.

Outreach activities: The CCTS attends outreach activities to promote research participation in general (e.g., Roots & Heritage Festival, Latino Festival, Eastern Kentucky University, Transylvania Health fairs, etc.) and will bring all relevant study flyers that are enrolling participants.

FOR STUDIES WITH ADVERTISING BUDGETS

Paid print advertising:

Subjects may be recruited through paid print and digital advertisements, including brochures, magazines, newspaper (e.g., Herald Leader, Bluegrass Area, Courier Journal, Cincinnati Enquirer, Health & Wellness, Chevy Chaser, Hamburg Journal, Business Lexington, or other publications in the surrounding region e.g., Bluegrass Regional print & digital ads, may include Appalachian counties).

Radio (e.g., Sirius, Clear Channel, Cumulus, LM Communications, Public Radio, Pandora, etc.).

Television spots, scrolling information on community stations, and theater screens.

Recruitment ads may also appear on billboards, Lextran buses, taxicabs, and other transportation methods.

Craig'sList (if using Craig'slist – Study Team will place ad).

OPTIONS FOR CONTINGENCY PLANS

Other recruitment databases: Registries that are owned and operated by non-UK research groups (e.g. partnering groups and Health-related Associations).

E-Newsletters and ListServes: This study may also go out on email distribution, listservs, or e-newsletters, e.g., the CCTS list serv, Markey Cancer Affiliates list servs, ResearchMatch.org, Wednesday's Word, Kentucky Office of Rural Health (KORH), Appalachian Translational Research Network (ATRN), etc.

Physician referral letters to community physicians for patient recruitment.

UK Public Relations (College/Dept. PR personnel) and UK HealthCare venues: Articles and interviews about the researchers and research study may be promoted via UKNow, Kentucky living, and other media outlets. Research and study-related articles published on UKNow may contain standard language directing interested individuals on where to read more about research and current studies: [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 or call 859.257.7856 or join the ResearchMatch.org register to be matched today.

UKPR, UK HealthCare marketing or the CCTS PRS may create videos to promote research, researchers and their studies to local, regional and national media venues and on internal hospital monitors.

UK HealthCare may place study recruitment flyers on their internal and external racks (e.g., UK pharmacies, clinics, UK Libraries and Lexington Libraries) or on digital monitors.

Participants may be recruited using newsletters, such as In the Loop, Health Matters, Making a difference, and external news letters.

The study may also be advertised through UKPR and UKHC outreach activities. UKHC and CCTS have booths at many events, and researchers and coordinators are invited to attend any events that pertain to their study populations.

Researchers may participate in radio or TV interviews. General information about their research may be presented with a phone number or website url for more study specific information.

Consenting members of the research team and/or consenting participants may be interviewed about the study for print, radio, or video which may be distributed via the aforementioned activities.