



Guidelines for Participant Recruitment

There are many ways to recruit participants. The purpose of recruitment material is to provide a brief explanation of your study and what participation will involve. It also provides information on how participants can learn more and sign up to participate in the study. This document will provide you with information that is required to be present on any recruitment material.

In your REB application, you must fully describe your recruitment plan and include all potential recruitment materials for review (e.g., posters, social media posts, emails, phone scripts, etc...). The recruitment plan needs to be specific. If you are using social media or websites to recruit, specify the accounts (i.e., personal or professional pages) you will be using and where they will be posted.

In some cases, you may work with external organization to help you recruit. For example, you may ask an organization to send recruitment material on your behalf or have them post on their social media page. Often, this requires approval from the organization. You should anticipate this by providing either documentation of this approval from the organization or a permission letter/script that will be used to obtain said approval in your REB application.

If you are using a list serve at the University of Manitoba (UM) or plan to recruit from a large portion of the UM community (e.g., alumni, faculty, students, staff etc..), approval from the Survey Review Committee may be required. Please visit their [website](#) for more information.

It is also important to note that while you may obtain REB approval to recruit participants, it does not mean the organization will agree to share your recruitment material. All relevant approvals must be in place before you implement your recruitment material.

Recruitment cannot begin until the Research Ethics Board (REB) has approved your application. Any changes to recruitment strategies or materials must be reviewed and approved by the REB **before** implementation. Making changes to recruitment strategies or materials without going to the REB first will result in noncompliance, which may



include an audit of the study or an investigation under the Responsible Conduct of Research Policy.

Required Information on Recruitment Materials

1. The University of Manitoba and all partner logos should be included on all materials. If it is not possible to include the logo, then the institutions should be explicitly noted.
2. The principal investigator's (PI's) name, affiliation(s), and UM contact information should be included on all materials. For students, your advisor/supervisor's name, affiliation(s) and UM contact information should also be included.
3. Using lay language, include the study title, a brief description of the study, the time commitment, and any inclusion/exclusion criteria.
4. Include information on how potential participants can contact you if interested in learning more about the study.
5. For emails, please include the subject line in your REB application.
6. For social media posts, include any text that will accompany the post
7. If applicable, please provide information on any screen procedures or other expectations that take place before the consent process to determine eligibility.

Optional Information on Recruitment Materials

1. Compensation or honorariums are optional to include on recruitment materials. This information should not be emphasized. The size, color, and font should not be different than the rest of the material.
2. If you wish to include a statement that the study was approved by the REB, please use this one: This research has been approved by the Research Ethics Board at the University of Manitoba, Fort Garry campus.

Information to avoid on Recruitment Materials

1. You may use images to attract attention to recruitment material, but it should not be overly emphasized or entice people to participate. For example, images of dollar signs around compensation information would not be approved by the REB. Also, be mindful of comments that may be viewed as negative or provoking



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shame onto potential participants.

2. Do not include statement that would entice participants, such as 'your participation is important', 'call now'.
3. Try to make the information brief. The recruitment material is not a consent form or letter of information and should be brief.