Institute for Clinical and Translational Research
UNIVERSITY OF WISCONSIN-MADISON

Best Practices for Study Recruitment Materials

Language & Messaging

- Use a large, attention-grabbing headline that will **resonate with your study population**
- Give a brief, simple description of the study's purpose, why it matters, and **why someone might want to join**
- Keep sentences short. Remove unnecessary words, details, jargon and acronyms
- Write for a general audience. Check the reading level here
- Provide all IRB-required information and consider what must be included versus what can be explained later

Design & Visuals

- Use Adobe Express or Canva. Both offer templates and images
- At least 12-pt. size font, preferably larger, for readability
- Leave plenty of blank white space
- Use bulleted lists for complex information (like study activities)
- Use stock images or graphics that reflect your participants and match your tone
- Provide a QR code and a short URL to direct people to a pre-screener or study website
- Check how materials look printed- are they easy to read?
- Ask for feedback from others outside your research team

Trustworthiness: *People can be distrustful of research. Humanize your work*

- Show the people behind the study. Include a photo of the research team, PI, or Research Coordinator
- People want to know that you care. Share why this research matters to you in a statement or quote
- Make your materials inviting and convey caring
- Display your institutional logo prominently and link to a study, lab or faculty website
- For research on sensitive topics, consider adding a statement about how information will be kept safe

Content to include

- Attention grabbing headline
- Why the study is important
- Description of study activities & location
- Key eligibility criteria
- Length of each activity, number of study visits, and total duration of participation
- Type, amount, and timing of compensation
- Study team contact information
- UW logo (UW, school/college, or department)

Campus Resources

- **Need help with recruitment planning and materials?** The ICTR Recruitment & Retention Resource Center (RRRC) offers free reviews and consultations. Visit our RRRC Resource Library for resources on recruitment and plain language. Request access to our Recruitment Materials Repository to see examples of strong materials
- **Engage with Community Advisors for community member and patient input** to make your materials more engaging and effective. Contact the Wisconsin Network for Research Support to learn more
- **Looking for official UW logos, colors, or fonts?** Find all the official branding elements in the UW's Brand Style Guide

Example Materials: To see these best practices in action, please review the two pages below. The first features a fictional sample flyer, while the second showcases a flyer from a previous study that has made a lasting impression.

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If you'll be posting your flyer in the community, use a big, eye-catching headline for visibility.

Coping with migraines?

Help us find better relief! Current migraine treatments don't work for everyone. By joining the IMPROVE research study, you can help us learn if an investigational treatment we are studying can reduce how often people get migraines and how painful they feel.

Include plenty of white space so the flyer is easy to read and not overwhelming.

Who Can Join?

- Adults 18–65
- Have migraines 4 or more days a month
- Not currently pregnant or breastfeeding

Cover the basics people want to know: how long it takes, where they need to go, what they'll do, and if they will be paid.

What Would I Do?

- Take study medication for 8 weeks
- Go to 3 study visits at UW campus (3 hrs total & travel costs covered)
- Record symptoms in an electronic diary (3–5 minutes a day)
- Receive up to $350 for participating

Ready to learn more? Contact us:

(608) 123-4567
example@wisc.edu

Include multiple contact options.

Meet the Researcher:
Dr. Example

School of Medicine and Public Health
UNIVERSITY OF WISCONSIN-MADISON

Your help is needed!

Currently, black babies in Dane County die at 3 times the rate of white babies. I need your help to work on this public health crisis!

Include an impactful headline that speaks directly to the real-world problem your research is trying to address.

My name is Dr. Jasmine Zapata, and my daughter was less than 2 lbs. when she was born. She was in the hospital for 3 months before she came home. I am so thankful that she is okay now. I am working with the UW-Madison and nonprofit organizations to help other pregnant women have healthy babies.

Share a short researcher story to highlight why this study is important and why you are committed to it.

What am I doing to help pregnant women and their babies?

I am creating a new program to support black moms during their pregnancy and throughout their baby's first year of life. The program will be offered in the community and led primarily by women of color.

Who can participate in this program?

Black pregnant mothers who live in Dane County

How can you help me design the program?

- Talk with me on the phone (or in person) about your experiences at 3 different times: during pregnancy, 6 weeks after delivery, and when your baby is 6 months old.
- You will receive a $20 Visa card for each 1-hour interview (total of $60 for completing 3 interviews with me).

Where can you get more information?

Please contact me, **Dr. Jasmine Zapata at (608) 313-4004** or jzapata@uwhealth.org if you want more information or would like to sign up for this program.

Partners for this project:

Today Not Tomorrow Family Resource Center, African American Breastfeeding Alliance, Harambee Village Doulas, Foundation for Black Women's Wellness, FOSTER, Mom 2B, Centering Pregnancy

Include community partners' names or logos to build trust and show local support.

Thank you for your interest. I look forward to working together to make a change!

If you're handing flyers out in person, you can include more text since you don't need a headline to grab attention and can explain details directly.

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SCHOOL OF MEDICINE AND PUBLIC HEALTH