

Recruitment Strategy



1. Do I need IRB approval? >>>

IRB Submission

The recruitment strategy should be provided in the CIRB Application Form:

- Description of who will be recruited
- Method of recruitment
- Direct advertising

All advertisements cannot be displayed or used until CIRB has reviewed and approved the final version. Changes to the recruitment strategy should be submitted to CIRB via the CIRB Amendment Form for review and approval before implementation.

Examples of Direct Advertising:

- Newspaper advertisements
- Posters, bulletins, flyers, brochures
- Email messages
- Institutions' websites
- Institutions' social media platforms
- Studies' websites
- Invitation letters to potential participants

CIRB's review and approval is not required for the following:

- Letters to doctor for referring potential participants.
- Stories in newspapers or magazines that mention the research study.
- Listing of clinical trials on research website, internet when the format is limited to basic research study or trial information such as protocol title, purpose of research study, protocol summary, basic eligibility criteria, study site location and how to contact site for further information.

Finder's Fees or Recruitment Bonuses

Finder's fees and recruitment bonuses are not allowed.

- Finders' fee - Payments from the investigator or sponsor to a person who refers a potential participant.
- Recruitment bonuses - Payments from the sponsor to an investigator or organization based on the rate or timing of recruitment.

2. Advertisements Guidelines >>>

Any advertisement to recruit participants should be limited to the information the prospective participants need to determine their eligibility and interest. CIRB will review the information contained in the advertisement, caption that will be used in together with advertisement and the mode of its communication.

- ✓ Submission to CIRB should include:
 - Where the materials will be used.
 - For example: newspaper, radio (including the number of times the advertisement will be run).
 - Location of poster/flyers.
 - Final copy of the advertisement for printed materials and video or audio tape that will be used for broadcast.
 - Caption and/or summary of social media (corporate/institution) post that will be used for online advertisement.
- ✓ Advertisements must be written in simple language.
- ✓ Advertisement must state that the study is research and includes the use of an investigational drug or device (if applicable).

2. Advertisements Guidelines (continued) >>>



The following may be included:

- Name and address of the PI.
- Purpose of the research study.
- Summary of the eligibility criteria of participants.
- A straightforward description of potential benefits to participation (Do not overstate potential benefits).
- A brief list of procedures involved.
- The time or other commitment required of the participants.
- Any compensation or reimbursement.
- Location where the research will be conducted.
- Contact person and details for further information.



The advertisement should not include:

- State or imply a certainty of favourable outcome or other benefits beyond what is outlined in the consent document and protocol.
- Make claims that the drug, device or biologic is safe or effective for the purposes under investigation.
- Make claims that the test article is known to be equivalent or superior to any other drug, biologic or device.
- Use terms such as "new treatment," "new medication" or "new drug" without explaining that the test article is investigational.
- Use of the term "free" in reference to treatment or procedures.
- Advertisements may state that participants will be paid, but should not emphasize the payment by such means as larger or bold type. Advertisements should not state the amount that will be paid.
- Use catchy words like "exciting", "fast" or "earn".
- A statement or an implication of ethics committees/Ministry of Health/Health Sciences Authority endorsement of the research.
- Promise "free medical treatment" when the intent is only to say participants will not be charged for taking part in the investigation.
- Include any exculpatory language.
- Make claims about the drug, biologic or device under investigation that are inconsistent with currently approved labelling.

FAQs

Qn: Would media press release of a study require CIRB approval?

Ans: If the press release includes information on recruitment, it would require CIRB approval.

Qn: Can I use QR code on the poster?

Ans: Yes, but please provide the landing page of the QR code in PDF in the submission for CIRB review as well.

Qn: Can email blast be used?

Ans: Yes, but please include when the email message would be sent, the targeted recipient, along with caption that will be used in the email (if any) and attach a copy of the draft email message.

Qn: Can I advertise the study on facebook?

Ans: It should be via the institution corporate account instead of your personal social media account.

For more information on Advertisement Materials, please refer to the [Guidelines](#).

Takeaway message...

Recruitment plan should be specially designed for the research study. IRB approval should be obtained before implementation of recruitment plan.

If you have any questions, please contact CIRB at irb@singhealth.com.sg