

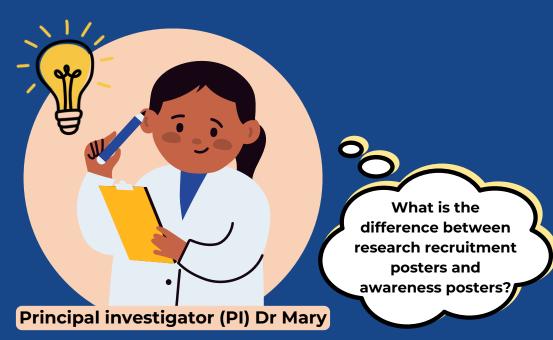
## Chicken Soup for the Busy Coordinator



## JUNE 2025 Designing Research Recruitment Poster VS Awareness Poster

## **NEW RESEARCH**

Aim: To understand the effects of screen time on sleep quality in teenagers.
Plan: To recruit 200 participants in 12 months.



	RECRUITMENT POSTER	AWARENESS POSTER
Aim	To attract and invite potential participants to join a study	Raise awareness, educate about a topic, or promote a message
Target Audience	Potential research participants	General public
Content Requirements	<ul> <li>Volunteers are being recruited for research</li> <li>Name and address of institution conducting research</li> <li>Purpose of research</li> <li>Eligibility criteria</li> <li>Participation benefits</li> <li>Time/Commitment required</li> <li>Location of Research</li> </ul>	<ul> <li>Clear and memorable message</li> <li>General information</li> <li>Call to action</li> <li>Supporting facts/statistics</li> </ul>
@G Z	Research Coordinator contact details	General contact information
Language	Clear, direct, simple with no technical jargon	Simple, impactful, use of slogan or catchy phrases
Design	<ul><li>Visually appealing</li><li>Easy to understand</li><li>Follow institutional/ethics guidelines</li></ul>	<ul><li>Creative designs</li><li>Use of strong imagery</li><li>Follow institutional guidelines</li></ul>
Approval Required	<ul> <li>IRB Ethics Approval*</li> <li>Institution Approval (Corporate Communications)^</li> </ul>	Institution Approval (Corporate Communications)^



\*Any materials to be used to publicize the intention to recruit research subjects should be used only after approval by the IRB.

^The PI / members of the research team must work with Institution Corporate Communications to develop posters to be put up in the institution premises.

References: PCR SOP 501-C02 Subject Recruitment and Screening NHG Investigator Manual Chapter 4: Submissions to DSRB

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