

HELPFUL HINTS FOR RESEARCH RECRUITMENT MESSAGES

Research Recruitment Messages – are invitations to prospective participants to participate in your research project. These invitations should provide the information a prospective participant will need in order for them to assess their preliminary interest and eligibility for a study. Your message should balance brevity with comprehensiveness.

1. **Shortened Version of Study Title** – Provide a short and descriptive title to introduce your research project to your target audience.
2. **Purpose of Study** – Describe what the study is about and why you are conducting it. Keep it short and focus on important details that are easy to understand. Make sure to use plain language and to avoid acronyms that might be unfamiliar to prospective participants.
3. **Eligibility Criteria** – Describe who is eligible to participate by including the inclusion and/or exclusion criteria.
4. **Participant Involvement** – Be clear about what participation will involve, the kind of information you would like participants to share and what participants will be asked to do. Be sure to include the time commitment and any relevant logistics.
5. **Contact Information** – Introduce yourself and any partners that might affect a participant's decision. Briefly describe your academic affiliation and role (for example, Dalhousie faculty member Dalhousie masters student). Include any methods to contact the lead researcher (email, phone, website, office, etc.). Make sure it is easy for participants to reach out if they have any questions or want to join your study. Keep accessibility, privacy and the convenience of your participants in mind when proposing methods of contact.
6. **Incentives** – If you are offering a form of incentive or compensation, describe it, but make sure it is not the main focus.
7. **Research Ethics Board (REB) Number** – This unique number lets participants know the study has received research ethics approval. It also gives participants a reference number if they have any questions or if you have multiple studies.
8. **Logos** – Consider whether using a logo and branding (e.g., for Dalhousie, a research partner and/or funder) will help convey information to prospective participants that will inform their decision.
9. **Accessibility and Visual Appeal** – Keep accessibility as well as visual appeal in mind when designing your recruitment invitation.



1 DO YOU HAVE ACCESS TO HEALTHY FOOD ON CAMPUS?

3 WE WANT TO HEAR FROM STUDENTS:

- Of any age
- Enrolled in an undergraduate program
- Living on campus in residence.

6 Participants will receive a \$25 gift card to Amazon



2 What we are researching:

- Do Dal students have healthy food choices on campus?
- What barriers exist (cost, variety, access) to eating healthy?

4 What you will be asked to do:

- Fill out a survey online that asks about food on campus.
- It will take 10-15 minutes.

To learn more, you can contact the lead researcher:

Jane Doe, who is a Masters student in Health Promotion

Email: jane.doe@dal.ca, Phone: 902-494-0000