

## **Guidance for Clinical Research Study Recruitment Materials** ***Compliance with Branding, Accessibility and Federal Policies***

### Purpose

The purpose of this document is to outline guidance for research study marketing materials and to standardize participant recruitment efforts to be consistent with legal executive orders, digital accessibility laws and campus branding policies.

### Branding

- All research study recruitment materials, including advertisements, social media posts, flyers, websites, email communications, etc., should comply with campus [branding policies](#). This includes following the CU Anschutz [Editorial Style Guide](#) and [Brand Standards](#).
- Please note that branded [CU Anschutz design templates](#) are available for download, including research study flyer templates ([Canva](#) and [PowerPoint](#) formats), Facebook posts ([horizontal](#) and [square](#) formats), and an [Instagram](#) post template.

### Accessibility

Pursuant to state law, all materials should follow the campus [Digital Accessibility Policy](#) to ensure that materials are digitally accessible:

- [Campus Standards and Resources for Digital Accessibility](#)
- [Key Guidelines for Digital Asset Accessibility](#)

### Sensitive Issues

Should a study involve a sensitive issue and/or seek to recruit a particular protected population or demographic group, the principal investigator (PI) should make best efforts to ensure that the protocol follows [current NIH guidance](#) requiring a strong scientific basis and solution-oriented approach for the work. Only studies that are consistent with these criteria may develop study recruitment materials targeting specific demographics. To assist researchers in determining whether a study qualifies, CU Anschutz has developed [campus guidance](#) and a [rubric](#) with more information. Questions can be directed to our [online form](#).

### Third-Party Contracting for Recruitment Marketing

Should a study involve third-party contractors for recruitment marketing, such as Bump or Build Clinical, the PI should make reasonable efforts to ensure that the recruitment materials are compliance with all guidance and policies outlined in this document.

### Other Policies and Resources

- As always, COMIRB must review and approve advertising plans, and all recruitment materials must adhere to the advertising policy outlined in Section 13.9 of [COMIRB's Policies and Procedures document](#).
- For additional support, the [CU Anschutz Clinical Research Recruitment Program](#) offers in-house social media support, assistance with design of recruitment materials, and other resources to help research teams increase study participation and engagement.