

Recruitment Promotional Materials: Information and Training on New Process, Tools, Best Practices

May 27, 2020

Objectives

- Explain the research recruitment process for developing materials
 - Cover new offering: social media advertising
- Describe/demo how to use the LucidPress template tool to develop professional, brandcompliant research recruitment materials
- List key tips for developing effective research recruitment materials





Process

Policy Background and Context

- May 2019: The new institutional requirement for BMC Communications and Marketing review discussed with OHRA/IRB
- July 2019: The policy starts for new & revised recruitment materials
- Policy Information is disseminated by the IRB in the following manner:
 - BU CR Times September 2019 Feature Article: <u>Recruitment Help</u>
 - BU CR Times Nov/Dec 2019 Things to Know: <u>Update on Promotional Materials Review</u> <u>Process</u>
 - This included the change in policy that allows for recruitment materials review prior to IRB approval
- The IRB's role in the process is to ensure that the Communications review/development process is completed prior to approving materials



Policy Background and Context

The IRB has added a Submission Form for this process:

Recruitment Materials Submission Form - (Version 1.0)

Principal Investigator:

Matthew Ogrodnik, IRB Director

Amendment for Recruitment Materials only

Use this form if the only requested change is to submit promotional recruitment materials that have been approved by BU School of Medicine Communications Office or the BMC Communications and Marketing Department. Do NOT use this form if you are requesting any other changes. For more information, click here.

Please attach the recruitment materials here, along with your approval document from the Communications office that reviewed and approved these materials:

Select or Revise Existing 🔂 Add a New Document 🔂 Add Multiple Documents										
Detach	Version	Sponsor Version	Title	Category	Expiration Date	Document Outcome	Checked Out	View Document		
No Document(s) have been attached to this form.										



Study Recruitment – MarComm Involvement

GOALS:

- Support research teams in recruitment efforts by helping them develop professional materials
- Ensure promotional materials are appropriate and abide by BMC, BUSM, **BUSPH**. BU Dental brand guidelines
- Enable the distribution of professional materials to potential study participants in an effort to help them feel more comfortable enrolling



Research Promotion Request/Approval Form

You are required to work with BMC, BUSM, BUSPH or BU Dental Communications/Marketing Departments on the development of brand-compliant research recruitment materials and/or on the review of sponsor-supplied materials. You can work on the materials with these teams while you await IRB approval for your study.

Please submit the following form to kick off our process. A member from Communications/Marketing will respond within 1-3 business days to outline next steps. We now offer a selfservice template tool for study teams to use to create professional, personalized, brand-compliant recruitment materials (no associated fee)

Study H number * (IRB number) Home Institution of Principal Investigator * http://www.bumc.bu.edu/ohra/look-up-an-investigators-home-institution/ Boston University School of Medicine Goston University School of Public Health Your name * First and last	-	Name *
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Boston University Medical Campus and Boston Medical Center: Institutional Review Board

Submission Requirements Maintaining IRB Approval

INSPIR II

COVID-19 (Novel Coronavirus): Please click here for FAQs: Impact of COVID-19 on Human Subjects Research

CR Times Newsletter

IRB Information

Research Study Recruitment – Promotion Toolkit

If you are interested in promoting a study to recruit participants, please review the document at the following link that outlines the process and options available and follow the instructions. More information may also be found here. In order to ensure brand compliance, you must work with the BMC Communications and Marketing Department, BUSM Communications Office, GSDM Communications Office, or BU School of Public Health Communications on the development of research recruitment materials and/or on the review of sponsor-supplied materials

PROMOTIONAL MATERIAL OPTIONS

Budget: \$190-175 to print 100 copies on professional paper \$0 to print internally

Newspaper/Digital Media Advertisement Communications/Marketing teams can discuss larger media buy options on a case-by-case basis.

Submit your study to the BUMC News & Events email, sent to al faculty, staff and students on the Medical Campus every Mondar morning. Submit your information through: <u>Staycor/BUMCweek</u>/ BU Kenbergs locih/camserd regulad.

Research Study Recruitment Promotion - Toolkit

RESEARCH STUDY RECRUITMENT - PROMOTION TOOLKIT

If you are interested in developing materials to recruit study participants, plasse review the following document that audites the process and aptions available. In order to ansure brand complexon, you must work with the BUC, BUSA BUSA'H or BU Detail Communication Marketing Departments on the development of materials or on the review of approximately and Earner that data, are available for your closen procession materiality. Work with a Chical Taka Diffee Francial Analyst or the Office of Sponsored Deparement data plastice and approximation with application with application with a plastice.

GENERAL PROCESS*

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- Marketing/communications team will review form and provide study coordinator with LucidPress login credentials, a detailed how-to guide and best practices within 1-2 business days
- LoadPress is a design and band templating floating and templation and templating bandwidth and templaten bandwidth and templating bandwidth and templating bandwidth a Budget: \$1,000 for 6 week pilot campaign with the potential match of 75,000 to 250,000 depending on the target audience. 100% of finds will go to the advertising. No additional fee for placement
- Study coordinator will access LucidPress account, si a template from a suite of options, and design/cust necessary material (i)
- Study coordinator will submit finalized materials) to team for review through LucidPress and Comms tea work with study coordinator to make any necessary Budget: \$500-\$15K (very wide range depending on your audience, placements, etc)
- Once meterials are final and, Comms team will approve materials and provide study coordinator with a stamp of approval that can be submitted along with meterials to the B8 (where an part of mild) review or an ammendment Approval of materials from Comms team averages 1-3 knowners).
- Approval of promotional materials from the IRB averages 1-3 business days. Once IRB approved, study coordinatos can download, print, etc materials for use
- Once materials are approved and downloaded for use, the study coordinator's access to LucidPress will expire as there are limited licenses. If study coordinators need to make mino charges to materials at a larger date (see contact info), they will be re-granted access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make an enginetic access to their materials in LucidPress to make access and access to their materials access to their materials in LucidPress to the enginetic access and access to the enginetic acces
- *If you have received sponsor-supplied materials, fill out the same form listed in step 2 and upload those materials for revi-ind approve!

ROSTON BU

Post your study on BU CTSI's Study Finder (<u>timer</u> which lass studies for public view, both for recruit and/or general publicity and collaboration

BU

RMC Website & Email places Have your study listed on bmc.org. The link to the listings is emailed each week in "The Week Ahead" email newsitetter to al BMC staff. Email the Clinical Trial Office at <u>CTORbmc.org</u>

For general questions, please contact: conter

BU



With the onboarding of a new tool, LucidPress we have been able to service study teams in a more efficient way by allowing them to create materials within a suite of brand-compliant templates.

- Benefits:
 - Study team has more control of the timeline
 - More flexibility to make copy changes
 - More flexibility to select colors, images, etc
 - Same level of support from Communications



- 1. Study coordinator (SC) will submit form to our office
- 2. SC will receive a login and detailed instructions for utilizing LucidPress to create their materials
- 3. SC will create materials and can send to full study team for review
- 4. Once finalized by team, SC submits materials for approval to Communications through LucidPress
- 5. Communications will review materials, note any edits needed and provide approval + official stamp of approval
- 6. SC will submit material(s) and stamp to IRB application as amendment



LucidPress User Guide

USING **LUCIDPRESS TEMPLATES**

BOSTON MEDICA

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REQUESTING APPROVAL DOWNLOADING FINAL FILE

USING THE COMMENTS FEATURE

USING THE SHARING FEATURE

GETTING STARTED WITH LUCIDPRESS

- 1. Submit your research study request through Airtable
- 2. A user name & password will be created and emailed to yo You will also receive an email from Lucidpress that will look
- (note: emails may be blocked)

Welcome to Lucidpress! Lucidpress Welcome to Lucidpress!

u've been added as a user ti ername: jmread39@yahoo.o asword: Passwords have been



4. You are now ready to log in and get started.

DESIGNING WITH LUCIDPRESS

- 1. Once you are logged in you will be taken to your user hom
- 2. Choose Templates from the menu on the left hand side of *note: within the Research Study Templates section you are looking for (Research Study Flyer, Research Study Pc
- 3. Find the template you would like to use and select NEW.
- 4 Name the file and click save. This will create a new version the "My Documents" section.
- You can now begin designing your research study materials *note: Most elements of the design have been locked a the ability to change the text. You will also have the abi colored boxes used in the template.
- 6. To change the text click on the text you wish to change. Yo appear around the text. Click on the text a second time and that you can now change the text. You can either type in th another source. *note: cutting and pasting text from cert of the template. In these rare cases you may need to ma

- 7. Once you have updated all of your text you need to choose an image for your design. To choose an image go to iStockphoto.com, find an image or imager and paste a link to those images in the comment section. Please (free to note your favorite option. *note: as part of the review/ap services team will purchase the requested image(s) and place i
- 8. You are now ready to submit your design from approval.

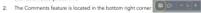
REQUESTING APPROVAL

- 1. To request approval click on the blue "Request Approval" box in t Please choose Josh Read (BMC) from the options, add a commen
- 2. After the Creative Services team reviews your document you will r changes are required or it is approved.
- 3. If changes are required you will receive a notification with edits adjustments and resubmit for approval.

DOWNLOADING FINAL FILE

- 1. Once you have received final approval you will be able to downlo you require. (In most cases you will need either a hi-res PDF (for p web/social media)
- 2. To download the file click the blue "download" button in the top
- 3. The download options will now appear on the right hand side.
- 4. There are five fields that you need to be concerned with: Format, Advanced
- 5. In the Format field choose PDF if you are printing the file and PN social media.
- 6. In the Pages field choose ALL.
- 7. In the Resolution field choose Print if you are printing the file and web/social media.
- In the Advanced field choose Crop Marks & Bleed Marks only if 8. printed at a professional printer. If you are printing on a BMC prin bleed marks are not necessary.
- 9. Choose Print-Friendly for all printed documents and choose Stanc
- 10. Click the blue "Download" button in the bottom right hand corne

- USING THE COMMENTS FEATURE
- 1. The Comments feature can be used to ask questions and relay information, such as an iStockphoto link.



- You can attach comments to a specific section by clicking on that section and then clicking on comments. You can also add general comments by clicking the comments without any section selected.
- When you click on the Comments icon the dialogue box will appear
- 5. Click the add comments icon in the top left hand comer
- Next, type in your comment and click the blue "Comment" button in the bottom right hand corner and the comment will be sent.



USING THE SHARING FEATURE

- The Share feature is very helpful if you want to invite others to edit, comment on, or view your document. (for example, the principal investigator)
- 2. To use the share feature click on the blue "Share" button in the top right hand corner.
- Next click on the "Collaborate with Others" box that appears below the blue "Share" button. 3. Click on this how 4
- Next the Collaborators dialogue box appears. Choose either People or Sharable Link. note: if your are sending it to a specific person add that persons email, user name, or group
- 5. Add your message in the "Custom message" section.
- 6. Click the blue "Share" button in the bottom right hand corner to send your comments.







Social Media Advertising

Social Media Advertising – budget, timing, how-to

BMC social media team works in partnership with study team to launch campaign. No vendor charge.

- Study team determines target audience
- Study team selects 3-5 images to use
 - Study team can add a text overlay within LucidPress template or choose to just use photos with no text overlay
- Study team drafts 2-3 versions of ad copy (with direction and edits from social media team)
- BMC social media team sets up, optimizes, provides analytics throughout campaign
- Ads are served on both Facebook and Instagram (newsfeeds and in stories)
- Campaign can be paused or altered at anytime throughout
- **Budget/duration:** recommendation to pilot any new campaign for \$1,000 for 4-6 weeks
 - This budget and duration allows us to capture enough data to determine success if we pause, continue, etc



Social Media Advertising – targeting options

Social ads are only served to the audience we target. You will not see the ads appear on BMC social media pages.

Study team determines the audience based on:

- Location (states, mile radius around cities, zip codes)
- Age range (minimum age we can target is 18)
- Gender
- Interests/additional demographic factors (parents, professions, schooling, sexual orientation, groups joined on social media, topics posted about on social media, etc)

black women study					
Location:	Location: United States: Boston (+30 mi) Massachusetts		PREP - Local, homosexual males		
Age:	Age: 18 - 45		United States: Boston (+50 mi) Massachusetts		
Gender:	Gender: Female		18 - 65+		
	Interests: Black-ish, Love & Hip Hop, Afro, The Root (magazine), Essence (magazine), Afro-punk, BET Hip Hop Awards, BET, Afro-	Gender:	Male		
People Who Match:	textured hair, BET Hip-Hop, BET Awards, Love & Hip Hop: Atlanta, Black Ink Crew or AfroStyle Magazine, Behaviors: Multicultural Affinity: Hispanic (US - All), Multicultural Affinity: Hispanic (US - Spanish dominant), Multicultural Affinity: Hispanic (US - English dominant), Multicultural Affinity: Hispanic (US - Bilingual) or Multicultural Affinity: African American (US)	People Who Match:	Interests: Rainbow flag (LGBT movement), Gay, Lesbian and Straight Education Network, Gay pride, Pride, Gay-friendly, Out (magazine), Homosexuality, Gay Life, Gay & Lesbian Victory Fund, Gay, Lesbian, Bisexual, Transgender, Straight Alliance, Raven (drag queen), Genderqueer, Gay Times, Bisexual community, LGBT culture, Gay Times Magazine, LGBT community, Gay–straight alliance, LGBT rights		
RACK study - Leominste	er, Fitchburg		in the United States, The Trevor Project, Transgenderism, Bisexual pride flag, Gay bar, The Homosexuals, Same-sex marriage, LGBT social movements, LGBT in the United States or Gay Love, Employers:		
Location: U	nited States: Fitchburg (+10 mi), Leominster (+10 mi) Massachusetts		Lesbianas, gays, bisexuales y transexuales, The Lesbian, Gay, Bisexual & Transgender Community Center, Gay Times Magazine or		
Age: 18	3 - 30		Gay Rights		



Example ads to date

Boston Medical Center Sponsored · Paid for by Boston Medical Center · ③

We want to hear from you! We are looking for young volunteers (18-29) to complete interviews about drugs and drug use within your community. You could be compensated up to \$40 for your time. Call us at 617-467-8794 to learn more!



Boston Medical Center Sponsored · Paid for by BOSTON MEDICAL CENTER · @

We need volunteers to take a survey to help us research the relationship between race and women's health. Participants will receive an Amazon.com gift card for up to \$30*. Learn more!

*Restrictions apply, see amazon.com/gc-legal



Learn More

REDCAP.BUMC.BU.EDU

Is there a connection between your health and being a Black woman?

Boston Medical Center Sponsored - 📀

We need volunteers for a research study of an experimental hormonal birth control. Financial compensation up to \$2,355 will be provided to qualifying participants. Visit our website to view eligibility requirements.



REDCAP.BUMC.BU.EDU Birth Control Study at BMC Boston Medical Center is seeking healthy women to...

Boston Medical Center Sponsored · 🚱

We need volunteers for a clinical research trial of a no-hormones intrauterine device (IUD). Compensation for your time and travel will be provided. Learn more!

Learn More

Learn More



IUD Study with Financial Compensation We are conducting a three-year long study comparing two...





Additional Info / Contact Info

- Link to the intake form (starting point for getting a LucidPress account): <u>www.bmc.org/researchpromotion</u>
 - You will also be directed to this form via the Inspir application if you select that you will need research recruitment materials
 - Please only fill out the form when you are ready to develop your recruitment materials.
 We ideally need to move users through LucidPress within 1-3 weeks

Contact info: <u>Lillian.Vautour@bmc.org</u> / <u>Josh.Read@bmc.org</u>

