

Participant Recruitment Guidelines

Effective recruitment tools are necessary in order to find participants to participate in a research project. Recruitment tools should explain the project to potential participants prior to the initiation of the consent process.

Recruitment tools are used to gather a participant sample that adequately represents the target population for the project, and is large enough to meet the requirements of the project. Ensuring an adequate sample size is an important ethical consideration, as samples that are too small or too large can produce misleading results, or misrepresent certain demographics.

At Humber, the most likely conflict of interest is that a faculty member may want to recruit students that he/she teaches presently, has taught in the past, or will teach in the future. This is not allowed. In these instances, the faculty member must use a third party researcher with no authority over the students to recruit participants.

Recruitment can take many forms, including:

- Letters or emails
- Advertisements (posters, flyers, etc.)
- Phone calls
- Face to face conversation

Effective recruitment tools should provide potential participants with the following information:

- Title of research project
- The name of the researcher(s)
- A brief description of what will be required of participants, including the time commitment
- Contact information for the researcher(s) conducting the research
- Contact information for the Research Ethics Board

For more information about recruitment, see [Chapter 4: Fairness and Equity in Research Participation](#) of the *Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans, 2nd edition (TCPS 2)*.

All recruitment materials must be included as Appendices of the REB application.

Recruitment Email Template

Dear [Resident/Student/Potential Participant, etc.]:

I am inviting you to participate in my research study [insert title]. The purpose of my study is to [insert purpose; 1-2 sentences]. Please review the information in the attached Invitation Letter. If you have any questions about this project, or if you would like to participate, please reply to this email or contact [insert contact name and information]. This project has been approved by the Humber Research Ethics Board. If you have any questions about your rights as a research participant, you can contact Audel Cunningham, REB Chair, audel.cunningham@humber.ca

Thank you in advance for your interest in this project.

Sincerely,

[insert researcher name and contact information]