



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.



Principal investigator (PI) Dr Mary

What is the difference between research recruitment posters and awareness posters?

	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 style="list-style-type: none">Volunteers are being recruited for researchName and address of institution conducting researchPurpose of researchEligibility criteriaParticipation benefitsTime/Commitment requiredLocation of Research	<ul style="list-style-type: none">Clear and memorable messageGeneral informationCall to actionSupporting facts/statistics
 Contact	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 style="list-style-type: none">Visually appealingEasy to understandFollow institutional/ethics guidelines	<ul style="list-style-type: none">Creative designsUse of strong imageryFollow institutional guidelines
Approval Required	<ul style="list-style-type: none">IRB Ethics Approval*Institution Approval (Corporate Communications)^	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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*Disclaimer: All characters appearing in this article are fictitious. Any resemblance to real persons is purely coincidental. Best practices may differ between institutions. Readers are encouraged to follow their institution’s policies/ guidelines relating to the above scenarios/case study.