There are no requirements when it comes to creating a research recruitment poster, but we do have some helpful hints for researchers!

1. **Shortened Version of Study Title** – This line speaks to your target audience and pulls them in to your study. It should be short, to the point, and reflect what your study is about.

2. **Purpose of Study** – Include a brief summary of your study. Keep it short! Only include important details about your study that are easy to understand. Make sure to use plain language!

3. **Eligibility Criteria** – To avoid any disappointment or confusion, clearly and simply mention all your study’s eligibility criteria.

4. **Contact Information** – Include any methods to contact the lead researcher (email, phone, website, office, etc.). You want to make sure it is easy for participants to reach out if they have any questions or want to join your study.

5. **Compensation** – If you are offering a form of compensation, make sure you include it on your poster. Make sure it is not the main focus!

6. **Participant Involvement** – Be VERY clear about what participants will be asked to do if they decide to join your study. Keep the information short so that participants do not have to wade through paragraphs of information to know what they should expect. Be sure to include the time commitment.

7. **Dalhousie’s Research Ethics Board (REB) Number** – This unique number lets participants know the study has been reviewed and received approval from one of Dal’s REBs. It also gives participants a reference number if they have any questions or if you have multiple studies!

8. **Logos** – Include a Dalhousie logo or any other logo if you are funded.

9. **Images and Color** – To make your poster stand out, pick some high-quality images that tie into your study and include some pops of color. A bright and colorful poster can help your study stand out to potential participants!
Do you love cats and have allergies?

Join our research study

What we're investigating:
Hypoallergenic cats are considered less likely to cause allergic reactions. We want to hear from people with cat allergies about their experiences with cat breeds that claim to be hypoallergenic.

Are you:

- 19-29 years of age
- Received a positive test results for cat allergies
- Been exposed to hypoallergenic cats

All participants receive a $25 gift card of their choice!

What you'll be asked to do:

1. Complete an online survey that asks about your experiences with cats (both regular and hypoallergenic).
2. They survey will ask about your specific allergies, your symptoms, and when you were diagnosed.
3. The survey will take 10-15 minutes to complete.

For more information, please contact the lead researcher, Jane Doe (jane.doe@dal.ca or 902-494-0000)

Dalhousie REB # 2019-9999