

# Developing Effective Recruitment Materials

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# About PR/Marketing

- Report to the Chief Strategy Officer– Elizabeth Flury
- Functions of our team:
  - Media relations
  - Marketing, *includes logo integrity and branding*
  - Physician Relations
  - Internal (Corporate Communications)
  - Interactive Communications (website)
- Corporate policies regarding communications, use of the logo, etc., available under PR/Marketing on the Intranet
  - We must approve any external usage of our logo
  - No other logos are permitted– only our corporate logo

# Objectives


- General rules regarding PR/Marketing and IRB approval
- Developing effective recruitment materials
  - Language (literacy levels)
  - Visuals
- Understanding the importance and representation of the Children's National brand

# General Rules

- PR/Marketing approval of print materials is required prior to submission to IRB
  - Our team reviews for:
    - Grammar/Spelling
    - Appropriate reading level of language
    - Consistency and Style
- Please allow 5 business days to complete the review/approval process
- Recruitment materials beyond print, also require PR/Marketing approval
  - Contact our team for additional information
- The Children's National brand (logo) should be visible on all materials
  - We prefer the use of our templates, however we will work with you if it doesn't meet your needs

# Do's

- Use approved Children's National templates (which can be found on the intranet)
- Refer to our Brand Guide (located on the intranet)
  - Fonts
  - Sizing
  - Colors
- Do submit your materials to PR & Marketing prior to submitting them to IRB.



## Are you a teen mom?

We want the best care for your family!

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The Generations Program at Children's National Medical Center is doing a study to improve medical care for young parents and their children. You can help! All you have to do is answer questions about yourself and your family once a year. To thank you for your help, you will get gift cards to local stores.

You can participate if you are:

- 13 year old or younger
- Have a baby that is six months or younger


Children's National researchers are learning more about *[some of medicine]*. We are focusing on *[a new approach, medicine, etc.]*

**What can patients and families expect?**  
*[Just answer—about 25 words. You might want to describe images, clinical exams, paper and pencil tests, verbal tests, medications, etc.]*

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To thank you for being part of our study,

If you are interested in being part of this study or have questions, please contact [contact name] at 202-476-xxxx or name@childrensnational.org.



www.Childrensnational.org




## Parents, Doctors, & Children's Health

Conducted by Children's National Medical Center & The George Washington University

- **What is the survey about?** This is an online survey asking parents about their perceptions of their child's health and doctors' recommendations, and how these impact their decisions for their child.
- **Who are we looking for?** Parents of children (both boys and girls) aged 6-13 years.
- **What is involved?** If interested, please record your child's height and weight on a tab below. Email us this information. We will then send you a link to the online survey, which only takes about 30-45 minutes to complete online.
- **Benefit:** Information about the connection between parents, doctors, and children's health will benefit children! Also, parents who complete the survey will be entered in a gift card raffle!
- **Cost:** Free!

Be sure to bring a tab with you into your appointment to record your child's height and weight!





## Research Opportunity for Nurses

Sign up for a trauma simulation session!

The Trauma Research Team has created a new digital information display system designed to improve trauma resuscitation care. Nurses are invited to trial the new system during an upcoming trauma simulation session.

- Simulations will be conducted with a full trauma team, and you will carry out one of the standard nursing roles.
- You will also be invited to provide verbal and written feedback regarding the information display system.
- Each session will last approximately two hours and include 4-5 simulated trauma resuscitations.
- Sessions will be held in the Emergency Department at Children's National.
- Participants will receive compensation for their time.


You are **eligible to participate** if you are:

- An RN at Children's National with at least 1 year of experience in pediatric trauma care
- Trained in the trauma nursing roles (Right, Left, Change, and Medications)
- Available to attend the entire 2-hour session outside of your scheduled work hours

To sign up or request more information, contact:

Lauren Waterhouse  
 Trauma Program Coordinator  
 waterho@childrensnational.org  
 202-476-6698

To prevent research bias, you may only sign up for and participate in one simulation session for this study.



www.Childrensnational.org

## BE A PART OF ALLEVIATING POVERTY



by volunteering for a VACCINE TRIAL at Children's National Medical Center.

We are looking for healthy DC area adults 18-45 years of age who have never had hookworm and are willing to participate in an investigational vaccine trial to help the fight against hookworm disease which affects over 500 million people in developing countries. 25 hours of your time over 16 months can have an impact on Global Health.

For additional information regarding this research study, please contact:


**Jonise Handy** (202) 476-3615 jhandy@childrensnational.org  
**Ted Miles** (202) 994-8976 tmiles01@gwu.edu

Participants will receive \$25 per visit as compensation for time and travel to Children's National Medical Center

# Don'ts

- Use clip art
- Forgot to include the current Children's National logo
- Modify the Bear logo by putting it inside objects/shapes or adding to its design
- Use colors that are not a part of our approved corporate colors
- Include TOO much information on your recruitment piece.



### Young Parents, Could You Use Some Support???

Participate in the "Strong Foundations" program, a research project that will help us find out how parenting support helps young parents and their children. You will have the chance to receive gifts and supplies for yourself and your new baby.


**Getting you ready to be the BEST PARENT!!!**

- JOB TRAINING
- HELP WITH SCHOOL
- MEDICAL CARE FOR YOU AND YOUR CHILD
- COUNSELING & AND HELP WITH RELATIONSHIPS!

**Chance to receive: GIFT CARDS! BABY SUPPLIES!**


**For more information contact:**

Henry Prempeh, Tel: 202-476-2908  
hpempeh@cnmc.org or  
Stacy Hodgkinson, Tel: 202-476-6090  
shodgkin@cnmc.org



To Participate:

- Mom must be 15-18 years old and 15-32 weeks pregnant
- Must be 1st time pregnancy for mom
- Dads can be any age
- Both moms and dads must participate
- Both parents must speak English



**Children's**  
National Medical Center  
WASHINGTON DC

## NURSES! SIGN UP!

### TRAUMA SIMULATIONS

The Trauma Research Team is looking for NURSES to volunteer to participate in resuscitation simulations to test out our new digital information display system!

**Requirements:**

- Have a minimum of 1 full year experience in pediatric trauma resuscitation
- Have completed competencies in trauma nurse roles (Right, Left, Charge, and Meds)
- Available to attend entire duration of one 2-hour simulation (on non-hospital time)

*\*\*Each person may only participate in one simulation session in order to prevent subject bias*

For more INFORMATION or to PARTICIPATE CONTACT:  
Lauren Waterhouse  
Trauma Program Coordinator  
E-mail: [lwaterho@cnmc.org](mailto:lwaterho@cnmc.org)  
Phone: 202-476-6698  
or  
Sign up in the Nurses' Lounge!

**Compensation:  
\$120 per session  
(~2 hours)**

Division of Trauma and Burns,  
Children's National Medical Center

# Literacy Points to Remember

- When writing for general public, aim for a fourth to sixth grade reading level, which is the national standard
  - Develop 2 key messages you want the reader to know
- Bullets are preferred; short sentences
- Important information needs to stand out!
  - Headlines should be simple
  - **Bold text** that is the most important
- Ensure **contact information** is the most prominent
  - Tear away strips
- Stress the “What’s in it for me?” to the audience
  - Is there compensation? Parking? Etc.

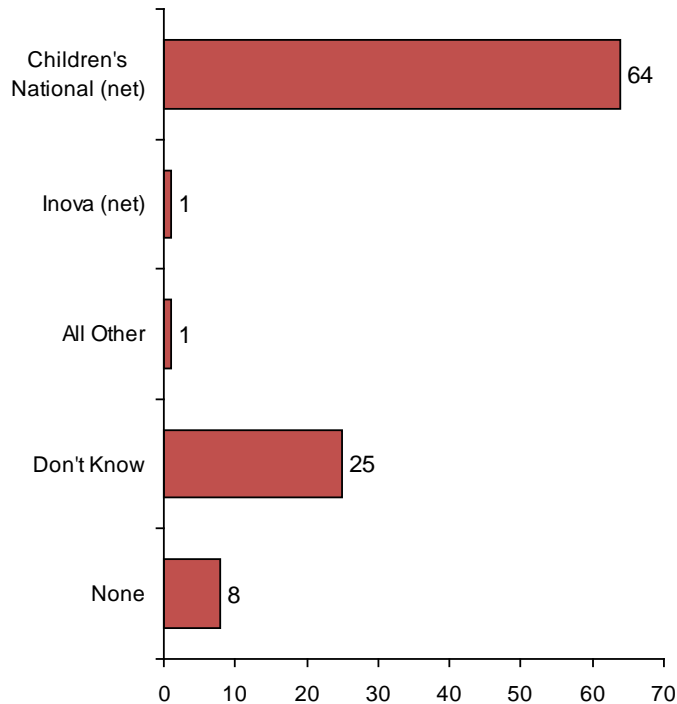
# Visual Points to Remember

- Children's National logo must be included and prominent
- No clip art
  - If using photography, PR/Marketing must ensure the proper release forms are signed
- Co-branding with another organization is ok, but the logos must be of equal weight and Children's should be on the left
- White space helps to focus attention on your key messages—don't make the flier look too busy
  - Less is more!
- If doing a tri-fold brochure, contact information should always be on the back panel
- Always have a headline focused on key message
  - For example: Does your child suffer from anxiety?



# Most Recognizable Attribute of our Brand

## Unaided Hospital Association with Bear Logo Total Sample (%)



- *Almost two-thirds (64%) of respondents associate the description of a “bear holding a stethoscope” with Children’s. Misattribution to other hospitals is almost nonexistent.*

# Key Points to Remember

- All templates are on the Intranet
  - Go to: Departments---PR and Marketing---Resources
- Please submit materials for approval via email to [pcunning@childrensnational.org](mailto:pcunning@childrensnational.org)
- Remember, it may take up to 5 business days for approval
- When we send approval, we will also send you the information to forward to IRB to document our review
- Contact us with any questions:
  - Porlan Cunningham: 202-476-4500