

Public Outreach and Exposure for Your Research via REAL

Research Education, Awareness & Learning (REAL) is a CTSC program designed to enhance awareness and knowledge of the general public about research participation using examples of completed and ongoing research in Cleveland. Since 2010, the REAL Program has attended over 70 events, speaking directly with more than 4500 individuals about research and research participation.

The program stresses the importance of research volunteering by highlighting a few of the many past clinical research discoveries that have affected our health and lives today. Additionally, the REAL team presents potential participants with examples of actively enrolling studies in which they could participate.

If you would like your IRB-approved research recruitment materials distributed at events attended by members of the REAL team, please contact Mary Ellen Lawless at mel15@case.edu or REAL@case.edu or call 216-778-1304.

Helpful tip for investigators wishing to have their flyers displayed/distributed by the REAL Committee

- 1) All flyers or materials must be reviewed and approved by your IRB of Record (Your local or affiliated IRB that will or has reviewed and approve your protocol)
- 2) The IRB approved recruitment plan should include a description indicating that the flyer may be distributed at local health fairs and/or community-based events
- 3) The following text is an example description that can be included with your submission and existing recruitment plan to inform your local IRB about the distribution of the flyers/materials by the REAL Committee

“The flyer* [*or relevant description of the recruitment materials to be distributed] will be distributed at community events including, but not limited to health fairs, community events, and events attended by the REAL committee or CTSC Sponsored Events.”