



Title:	Participant Outreach		
SOP Number:	1701	Effective Date:	June 2, 2017
Previous Version Dates:			

## 1 Purpose

The University of North Carolina at Chapel Hill (UNC-Chapel Hill) is committed to ensuring that educational opportunities are offered to research participants, prospective research participants, and community members which will enhance their understanding of research involving human participants at the UNC-Chapel Hill and provide them the opportunity to provide input and express concerns.

The following procedures describe how the UNC-Chapel Hill fulfills that responsibility.

## 2 Procedure

### 2.1 Responsibility

It is the responsibility of the North Carolina Translational and Clinical Sciences (NC TraCS) Institute at UNC-CH to implement the procedures outlined below.

### 2.2 Outreach Resources and Educational Materials

1. The OHRE dedicates a section of the website to research participants entitled “Join the Conquest”. This website includes resources, such as Frequently Asked Questions (FAQs), and a listing of relevant research-related links.
2. The site includes a “Contact Us” link that allows members of the community to ask questions, express concerns, or provide feedback. Provision of contact information by the person is optional.
3. The UNC-Chapel Hill periodically provides presentations related to research to community organizations.
4. The UNC-Chapel Hill holds an annual “Research Day” to which members of the public are invited.

### 2.3 Evaluation

On an annual basis, the UNC-Chapel Hill evaluates its outreach activities and makes changes when appropriate. In order to formally evaluate its outreach activities, the OHRE Director will review:

1. The specific community outreach activities being used
2. Whether or not these community outreach activities have an evaluative component (e.g., evaluation instrument distributed to participants), and if so whether the feedback was positive, negative, or neutral and if any suggestions were made that could be used to enhance future activities.
3. The number of times the “Join the Conquest” site is visited
4. Feedback provided via the “Contact Us” mechanism on the “Join the Conquest”
5. Feedback provided from other sources (unaffiliated IRB members, investigators, research staff, students, etc.)

The results of the review will be used to establish both the adequacy of current outreach activities and any additional resources that may be needed to meet the needs of the research community regarding participant outreach.