

Site Instructions for Patient Facing Recruitment and Informational Materials

The New IDEAS Recruitment and Community Engagement Team developed the following materials for use at your site to help with the recruitment of patients in the New IDEAS Study. The comprehensive suite of recruitment and informational materials includes: brochures, flyers, posters, an amyloid PET scan FAQ sheet, and a study information sheet/consent guide. It also includes a Memory & Thinking Evaluation information sheet developed by the Alzheimer's Association. All recruitment and informational resources are currently available on the study's website - <https://www.ideas-study.org/During-Study/Marketing-Toolkit>.

What makes these materials unique?

The study team recognizes the importance of designing New IDEAS study recruitment and informational materials that promote diversity and inclusion to authentically reach the study's underrepresented patient populations. The recruitment and informational materials contained in this packet were reviewed by community members and experts from underrepresented race and ethnicity cohorts participating in the New IDEAS Study*. Their feedback helped the study team develop multiple versions of the materials that will be both culturally sensitive and easily understood by all patients at your practice.

How should I use these materials at my practice?

We recommend that your team makes all versions of these materials available to your patient population. Items in this suite of materials are meant to be used in combination with each other. Please see the table below for a brief description of each material, its purpose, and suggestions for use.

Material Type	Description	Purpose	Suggested Use / Placement
<u>Brochure</u>	Includes specific information about the study tailored to the participant's needs. Refers to companion informational materials as indicated below**	Acts as a detailed reference of the "who, what, when, where, why, and how" of the study	<ul style="list-style-type: none"> • Place printed brochures on waiting/ exam room tables. • Post for download on your practice's website. • Send as email attachment to patients/loved ones. • Share print and electronic copies with your practice's community partners and local primary care providers.
<u>Flyer</u>	Includes: brief study description, who can participate, reasons to participate, study website link, and contact information	To draw attention to study – includes concise message that can be communicated quickly	<ul style="list-style-type: none"> • Post printed flyers on waiting and/or exam room walls/information boards in high-traffic areas where people will come into close contact with them (by elevators, stairwells, door entrance ways, cafeterias). • Share print and electronic copies with your practice's community partners and local primary care providers.

<u>Poster</u>	Identical to flyer, except in size. (Poster dimensions - 18"x24")	Similar to a flyer, except the additional need to capture a moving audience	<ul style="list-style-type: none"> • Post printed posters in areas where people gather and can read from a distance (waiting/exam rooms, wall in vicinity of larger elevator area). • Share print and electronic copies with your practice's community partners and primary care providers (indicate poster dimensions for electronic copies – 18"x24").
<u>Study Information Sheet</u>	Includes brief summary of study, as well as study procedures, costs, and compensation	Dual purpose – to be used as an aid during consent; can also be used to provide additional information about study expectations	<ul style="list-style-type: none"> • Share as companion document to consent form (print or electronic, as appropriate). • Post for download on your practice's website. • Share print and electronic copies with your practice's community partners and local primary care providers.
<u>Amyloid PET Scan Information Sheet</u> ^{**}	Includes: brief description of amyloid PET scan, how it works, why it's important, risks, what to expect during and following the scan, space to put a label with study site contact info ("questions" section)	To share a lay-language description of amyloid PET scan; alleviate fears/ dispel myths	<ul style="list-style-type: none"> • This is a companion document to the brochure (mentioned within the brochure) - share in print and electronic format in all the same ways you share your brochure. • Share when discussing PET scan procedure with potential participants and their loved ones.
<u>Memory & Thinking Evaluation Information Sheet</u> ^{**}	Includes: description of tests and procedures that take place during a memory loss workup (med hx, physical exam, labs, memory testing, brain imaging)	To de-mystify what happens during a memory & thinking evaluation for people not seeing a memory specialist yet	<ul style="list-style-type: none"> • This is also an information sheet referred to in the brochure – share print and electronic copies with your practice's community partners and local primary care providers.

Do I need to receive IRB approval for these recruitment and educational materials?

No. The New IDEAS study team has already received IRB approval and submitted to Advarra IRB on your behalf. You may confirm your receipt of approval determination via your site's [Advarra CIRBI account](#).

Who should I contact if I have questions about recruitment materials and resources?

If you have any additional questions about recruitment materials and resources, contact the New IDEAS Recruitment and Community Engagement Team newideas_recruitment@vumc.org. Additional community engagement and recruitment training materials are available for review in the study's [Recruitment Toolkit](#).

* All materials except the Memory & Thinking Evaluation information sheet (created by the Alzheimer's Association)

** Indicates informational sheets referred to in the brochure