

## Recruitment Materials



**Note:** The IRB has approved the recruitment strategy and messages. Below is a storyboard showing the script, text and potential images we plan on using. Some images may change for something of similar nature depending on the graphic designer.

Below are storyboards of the following materials:



1. Banner ads for all social media and web-based recruitment ads.
2. Printouts for flyers for face-to-face recruitment.
3. Recruitment website concept, text and recruitment video script.

### Web-based and Print Recruitment Ads

Recruitment Channel	Message on or around the ad	Images
<p><b>Facebook</b></p>	<p>For girls 14 to 16 years old only!</p> <p>Test a new health app designed just for girls and receive daily health text messages. Complete 3 short online surveys and get up to \$35 in gift cards and cool gifts.</p> <p>Sign up (action button)</p>	

<p><b>Facebook</b></p>	<p>Calling girls 17 to 18 years old to make a difference!</p> <p>Test a new health app designed just for girls and receive daily health text messages. Complete 3 short online surveys and get up to \$35 in gift cards and cool gifts.</p> <p>Sign up (action button)</p>	
<p><b>Facebook</b></p>	<p>Help us improve the health information girls receive.</p> <p>Join our study to test a health app designed just for girls and receive daily health text messages. Complete 3 short surveys and earn up to \$35 and cool gifts.</p> <p>Sign up (action button)</p>	

<p><b>Instagram</b></p>		
<p><b>Instagram</b></p>		
<p><b>Twitter</b></p>	<p>Are you a girl 14 -18 years old? Test a new health app designed just for girls. Get up to \$35 in gifts. Enroll at <a href="http://TheGirlPowerProject.Org">TheGirlPowerProject.Org</a>.</p>	
<p><b>Twitter</b></p>	<p>We are looking for girls between 14-18 yr old to test a new health app. Earn up to \$35 &amp; cool gifts. Enroll at <a href="http://TheGirlPowerProject.Org">TheGirlPowerProject.Org</a>.</p>	

<p><b>Email to Adults</b></p>	<p>Healthy Teen Network is recruiting girls ages 14 to 18 years old to participate in a study to test a health app designed just for girls. Participants will be expected to visit a health app and receive daily texts messages with health information. They will be asked to complete three online surveys over a 6 month period. Girls can earn up to \$35 and other gifts for their participation. To be eligible to participate girls must be between the ages of 14 and 18, have daily access to a smartphone with a data plan and be able to receive text messages. They must understand written English and not be pregnant at the time of enrollment.</p> <p>Girls can enroll online at <a href="http://TheGirlPowerProject.Org">TheGirlPowerProject.Org</a>, or text "GirlPower". They do not need parental consent to enroll.</p> <p>Help us recruit by posting the attached banners in your Facebook or Twitter feed. Pin up the attached flyer on a bulletin board in your office visible to girls, or print and distribute.</p>	
<p><b>Flyers</b></p>	<p>Help us improve the health information girls receive.</p> <p>Join our study to test a health app designed just for girls and receive daily health text messages. Complete 3 short surveys and earn up to \$35 and cool gifts.</p>	

## Recruitment Website and Video Script

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The Girlpower Project  
join the health revolution

VIDEO

Join the study now!

[Enrollment instructions](#)

Tired of reading health information meant for adults? Do you want to make a difference in the lives of other girls like you? You can help us study how effective a health app is in promoting healthy behaviors. There's no cost, your information is private and you get cool gifts every time you complete a survey. Signing up only takes 10 minutes and you get access to a health app plus weekly text messages with accurate health information.



Home

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### Study Sponsors

The Girl Power Project is a study that will test how effective a health mobile is among girls. This project is funded by the [Centers for Disease Control and Prevention, Division of Reproductive Health](#). This study has been approved by the US Office of Management and Budget (OMB #####) and by an independent Institutional Review Board (IRB #####).

[Healthy Teen Network](#) and [MetaMedia Training International](#) are responsible for the development of the health mobile application and the research study. If you have any questions you can contact the study principal investigator, Dr. Genevieve [Martínez-García](#) at 410-685-0410, or by email at [genevieve@healthyteennetwork.org](mailto:genevieve@healthyteennetwork.org).

CDC Logo

HTN Logo

MM Logo

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### Contact Us

If you have any questions or want additional information about the study please complete the form below:

Name

Email

Message

**Stay tuned when the app hits the market**

If you want to receive an update on when the mobile app is available to the public please send us your email or phone number so we can send you a text.

Sign me up to receive information about the app's availability:

Email:

Phone number:

## Recruitment Video Script

**Video character:** Young girl that looks around 17.

### Script:

Where do you get your health information from? Think you have heard it all from Google, your friends, or your parents? Confused about the information you get from all these sources? This confusion gave birth to The Girl Power Project. The Girl Power Project is research study that will test new phone app designed to deliver health information to girls.

So, how can you become part of this project? All you have to do is click on the link below which will take you to the Girl Power Project homepage. Once you check if you are eligible to participate, you will fill out some basic information and complete a short survey on your

phone. You will immediately be able to access the app, and you will receive text messages every day with health information and tips to boost your well-being. We will ask you to complete two additional surveys after 3 months and after 6 months to see how much you are learning from the app. Your information is completely confidential, that means we won't share it with anyone.

Your participation in the study is completely voluntary and there are no costs. Every time you complete a survey you will receive a \$10 gift card. Although you won't benefit directly from this study, you will surely learn a lot of new and correct information. You will also be helping us develop an app that actually works to improve the health of girls like you. Oh, did I mention that the CDC, the Centers for Disease Control and Prevention is funding this study?

If these sounds exciting to you and you are interested, join now!

### **Branded Wristbands**

The wristbands will be similar to the one pictured below. Colors and font may change depending on seller.



**The girl power project**

**mhealth revolution**