

## **Recruitment Language (General and Post Copy)**

### **Sample Recruitment Language (General)**



Banyan Communications is conducting focus groups with adults to learn people's opinions about wastewater monitoring messages and to hear their preferences for getting health information. These focus groups will be about 60 minutes long and will take place online.

Learn more about the focus groups and determine if you are eligible to participate, please click [link to online screening form].

Questions? Please contact Banyan Communications, [insert\\_inbox\\_here@banyancom.com](mailto:insert_inbox_here@banyancom.com)

### **Sample Recruitment Post (General)**



Wastewater monitoring is happening in your community and can impact your health.

We're looking for people 18 years and older to share their opinions about public health disease tracking. The conversation will be a virtual session over the internet lasting 60 minutes.

Interested? Click on the link below to answer some questions about yourself. If qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

Token of Appreciation: \$75

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

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### **Sample Recruitment Post (Caregivers of Children Under 5)**



Do you have a child living in your home who is under 5 years old? Wastewater monitoring is happening in your community and can impact your health and the health of the people you care for.

We're looking for people 18 years and older who have at least one child under 5 years old living in their home to share their opinions about public health disease tracking. The conversation will be a virtual session over the internet lasting 60 minutes.

Interested? Click on the link below to answer some questions about yourself. If qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

Token of Appreciation: \$75

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

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### **Sample Recruitment Post (Caregivers of Elderly Family Members)**



Do you care for an elderly family member? Wastewater monitoring is happening in your community and can impact your health and the health of the people you care for.

We're looking for people 18 years and older who care for an elderly family member living in their home to share their opinions about public health disease tracking. The conversation will be a virtual session over the internet lasting 60 minutes.

Interested? Click on the link below to answer some questions about yourself. If qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

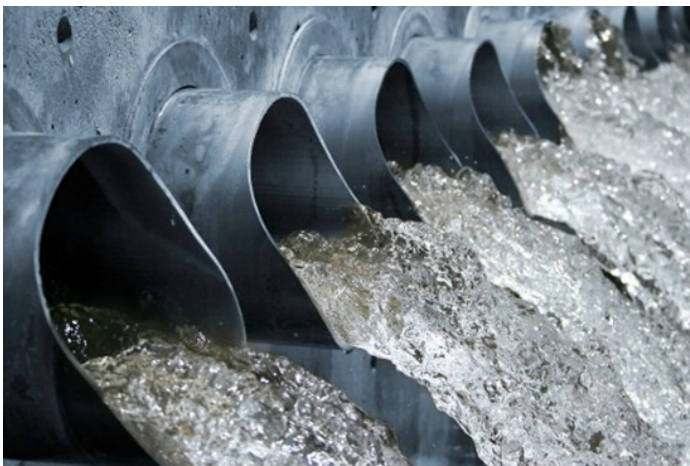
Where: Online

Token of Appreciation: \$75

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

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### **Sample Recruitment Post (Individuals with high risk for viral diseases)**



Are you immunocompromised or have a high risk for viral diseases? Wastewater monitoring is happening in your community and can impact your health.

We're looking for people 18 years and older, who are immunocompromised or have a high risk for viral diseases, to share their opinions about public health disease tracking. The conversation will be a virtual session over the internet lasting 60 minutes.

Interested? Click on the link below to answer some questions about yourself. If qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

Token of Appreciation: \$75

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

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### **Sample Recruitment Post (Business Leaders)**



Are you a business owner, co-owner, or make important decisions in your business? Wastewater monitoring is happening in your community that can impact your business and the health of your staff.

We're looking for business leaders to share their opinions about public health disease tracking. The conversation will be a virtual session over the internet lasting 60 minutes.

Interested? Click on the link below to answer some questions about yourself. If qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

Token of Appreciation: \$75

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

