

RESEARCH PARTICIPANT RECRUITMENT: LUNCH & LEARN

FRIDAY, MAY 13, 2016
• NOON - 1:30 PM •

Social Media: A Recruitment Tool

Keynote Speaker:

*Stephen Juraschek, MD, PhD, Clinical Fellow
Johns Hopkins University School of Medicine*

Lunch provided to attendees

INTRODUCTION

The Research Participant Community Partnership Core of the Johns Hopkins Institute for Clinical and Translational Research (ICTR) will host a lunch seminar on social media driven recruitment.

WORKSHOP GOALS

- Introduce Recruitment Support Services offered by the ICTR
- Present research study that used social media driven recruitment
- Network and learn how research teams are using social media to recruit participants

DATE | TIME | LOCATION

FRIDAY, MAY 13, 2016 • 12 PM – 1:30 PM
Johns Hopkins University School of Nursing
525 N. Wolfe Street, Carpenter Room
Baltimore, MD 21205

TO REGISTER GO TO

<http://tinyurl.com/SocialMediaRecruitment>



12:00 - 12:10 PM

Registration and Lunch

12:10 - 12:20 PM

Introductions and Overview of Recruitment Support Services

*Cheryl Dennison-Himmelfarb, PhD,
Associate Professor, Johns Hopkins
University School of Nursing
Deputy Director, Johns Hopkins Institute for
Clinical and Translational Research*

12:20 - 1:00 PM

Social Media Recruitment Case Study

*The Use of Facebook and Google to Recruit
Older Adults for a Vitamin D Study
Stephen P. Juraschek, MD, PhD, Clinical Fellow,
Johns Hopkins Hospital*

1:00 - 1:20 PM

Questions and Answers

1:20 - 1:30 PM

Closing Remark and Adjourn



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