**General - SOP for Recruitment & Outreach**

**Refer to** [**cantreatcovid.org/study-materials/**](https://cantreatcovid.org/study-materials/) **for related CanTreatCOVID documents**

**\*Encourage staff, partners, organizations and others to follow our social media accounts and post related social media documents**

**Clinics/sites**

1. Compile a list of your sites/clinics.
2. Once you obtain CTO and local REB approval, use that list to connect with the sites/clinics through presentations/one-on-one meetings/email to disseminate recruitment materials.
3. For bigger clinics, consider offering a presentation by your local Co-PI or by Dr. Andrew Pinto (send an email to Rumi at Rumi.Sarker@unityhealth.to with the time and date). This presentation is to: introduce the study, seek their involvement in the study, and answer any potential questions they may have. Please use the template PowerPoint slide deck for presentations.
4. For each site, include the following recruitment materials below (quantity will be dependent on the size of the clinic or their request). The recommended printing sizes are also included below.
	* Tear off posters: 8.5 x 11 or 8.5 x 14
	* Posters: 24 x 36 and 36 x 45
	* Stickers: 3x2

To ensure visibility of our poster, provide at least one big poster (36x45) at each site.

1. Display the posters in places such as:
	* Waiting rooms
	* Common areas
	* Elevators
	* Exam rooms
	* Isolation rooms
	* On desks or front desk
	* Stickers on COVID RAT kits (if you are in-person, please offer to put the stickers on RAT kits to save them additional work)
2. Use the *Recruitment Tracking Log* (or a similar document) to record which sites/clinics you have completed presentations and disseminated materials to. Ensure to obtain as much information about the clinic and the contact person. This will be useful if we need to send them new versions, for Knowledge Translation purposes, and to keep a running record.
3. Once you have provided materials, please do an initial follow up in 1-2 weeks to inquire if they have questions, require more materials, and if the posters have been posted around the clinic.
4. Schedule routine follow-ups every 2 months or so.
5. **Your PBRN sites** (refer to Appendix 1):
	1. For clinical sites that fall within your PBRN, access the EMR data to compile a list of eligible patients and refer patients to our study by providing recruitment material/email.
6. When talking to primary care providers, emphasize the following:
* We will help you save time. You can refer patients to our study, and we will screen if they are eligible to receive COVID medications, including Paxlovid. This research is a randomized controlled trial; if eligible, your patient will be randomized to either active treatment or usual care.
	+ This study is the fastest way to answer whether these medications are effective, particularly in a highly vaccinated population.
	+ This is by primary care providers, for primary care providers! CanTreatCOVID is helping us launch the new Canadian Primary Care Trials Network, finally creating evidence in the real world of primary care.
1. We have developed these key messages for all investigators, staff and trainees involved in CanTreatCOVID. Please use this to support awareness of the study and our findings.
	* We are evaluating the effectiveness of existing and emerging treatments for acute COVID-19 in primary care and community settings. Importantly, our study will go beyond nirmatrelvir/ritonavir (Paxlovid).
	* We are also studying whether any acute treatment can prevent long COVID.
	* We are building our adaptive platform trial infrastructure to be useful for other respiratory infections and help with future pandemics.
2. Provide thank you card and/or send letter and plaque for the Canadian Primary Care Trials Network

**Community Centers/COVID assessment centers**

1. Use Google map to locate all community and COVID assessment centers and record them on the *Recruitment Tracking Log*.
2. Then, contact each center either in person or through email/phone to provide materials. If going in-person is not feasible due to distance, contact them thorough email/phone to explain the study and to see if they are willing to put up posters. During this chat, inform them that you are able to do a presentation as well. Presentations can be done by you or your local Co-PI. Again, recommended poster sizes are listed below.
	* Tear off posters: 8.5 x 11, 8.5 x 14
	* Posters: 24 x 36 and 36 x 45
	* Stickers: 3x2
3. We have developed these key messages for all investigators, staff and trainees involved in CanTreatCOVID. Please use this to support awareness of the study and our findings.
	* We are evaluating the effectiveness of existing and emerging treatments for acute COVID-19 in primary care and community settings. Importantly, our study will go beyond nirmatrelvir/ritonavir (Paxlovid).
	* We are also studying whether any acute treatment can prevent long COVID.
	* We are building our adaptive platform trial infrastructure to be useful for other respiratory infections and help with future pandemics.
4. Once you have provided materials, please do an initial follow up in 1-2 weeks to inquire if they have questions, if they require more materials, and to see if the posters have been posted around the clinic.
5. Schedule routine follow-ups every 2 months or so.

**Pharmacy**

1. Using your institutional method, fax the *Pharmacy Recruitment Poster* (edit poster as required) to all pharmacies within your province, at least once a month. However, if you have any personal connections or feel that some pharmacies may not have received it, please approach them.
2. Note: there are separate Recruitment flyers for pharmacies – see below for example.



1. Here are some talking points to use when reaching out to pharmacies:

**Why partner with us?**

* We will help you save time. You can refer adults who tested positive for COVID to our study, and we will screen if they are eligible to receive COVID medications, including Paxlovid. This research is a randomized controlled trial; if eligible, your patient will be randomized to either active treatment or usual care.
	+ You will be part of Canada’s largest COVID research project.

**How to get involved?**

* You can refer participants to the study:
	+ Adults aged 50+ years OR 18-49 years with 1+ chronic medical condition or who are immunosuppressed
	+ With positive SARS-CoV-2 test (PCR or RAT) within 5 days of symptom onset
* We will provide study posters and other materials for display in your pharmacy
* Research Assistants will visit your pharmacy to hand out study flyers
* To partner with us or for any questions, email our study pharmacists at info@CanTreatCOVID.org or call 1-888-888-3308 ext. XXXX.
1. We have developed these key messages for all investigators, staff and trainees involved in CanTreatCOVID. Please use this to support awareness of the study and our findings.
* We are evaluating the effectiveness of existing and emerging treatments for acute COVID-19 in primary care and community settings. Importantly, our study will go beyond nirmatrelvir/ritonavir (Paxlovid).
* We are also studying whether any acute treatment can prevent long COVID.
* We are building our adaptive platform trial infrastructure to be useful for other respiratory infections and help with future pandemics.
1. If you approach any pharmacies for outreach, to drop posters or to do presentations, please record this in the *Recruitment Tracking Log*.

**Other Agencies: Libraries/Shelters/Food Bank/Others**

1. Use Google map to locate all other agencies and record them on the *Recruitment Tracking Log*. You can do this by simply typing in “food banks” or “libraries” and it will bring up all the food banks or libraries in your area on the right hand side.
2. Contact these agencies (within reasonable distance) either in person or through email/phone to explain the study and see if they are willing to put up recruitment materials, including:
	* Tear off posters: 8.5 x 11, 8.5 x 14
	* Posters: 24 x 36 and 36 x 45
	* Stickers: 3x2
3. Offer to do informal/formal presentations at these centers or ask if there are any opportunities to have an informal/formal presentation. There may be scheduled classes or social events that you can present at. This can be and should be done by you to build a rapport between the agencies, potential participants and you.
4. After providing materials or presentations, follow up within 1-2 weeks to address any questions or concerns, provide additional materials if needed, and ensure that the recruitment materials have been posted.
5. Routine follow-ups every 2 months or so are recommended.

**Appendix 1: Engagement with Clinics – CanTreatCOVID Study**