

Human Subjects Recruitment Advertising Guidelines

Advertisements are part of the informed consent process and subject selection process. Samples of all advertisements, such as flyers, newspaper ads, radio and television announcements, and URLs must be submitted to the IRB.

The following basic elements should be included:

- **Purpose of the research**
- **Basic eligibility criteria**
- **Give the time or other commitment required of the participants**
- **Brief list of participation benefits, if any**
- **Name and contact information of the researcher**
- **Location of the research and person or office to contact for further information**
- **If applicable, state there is a placebo and what is meant by 'placebo' (i.e. inactive drug)**
- **If applicable, any possible benefits should be presented in a conservative manner without exaggeration**

Important Reminders:

- **Advertisement Revisions:** If changes need to be made to an IRB approved advertisement, the ad must be sent to the IRB for re-approval even if the change is minor (i.e. a number or name changes). Seemingly minor changes can impact the entire message in an advertisement.
- **Use of Pictures:** If a picture or clip art is used, be vigilant as to what role the picture plays in the advertisement and if it is appropriate or coercive in any manner.