

## Division of Academic Affairs

### Human Research Protection Program

#### **RECRUITING RESEARCH PARTICIPANTS GUIDELINE TO DEVELOPING ADVERTISEMENTS**

The IRB approves all advertisements prior to posting and/or distribution for studies that are conducted under the purview of the BH IRB. The IRB will review:

The information should be submitted to the IRB with the initial application or as a modification (amendment) to the protocol.

Advertisements to recruit research participants should be limited to the information the prospective subjects need to determine their eligibility and interest. When appropriately worded, the following items may be included:

1. The name and address of the clinical investigator and/or research facility.
2. The condition being studied and/or the purpose of the research.
3. In summary form, the criteria that will be used to determine eligibility for the study.
4. The time or other commitment required of the subjects.
5. The location of the research and the person or office to contact for further information.
6. A clear statement that this is research and not treatment.
7. A brief list of potential benefits (e.g. no cost of health exam), but must not promise free medical care.
8. Advertisements may mention but not emphasize the amount paid to subjects

It is the policy of BH that all such materials also be reviewed and approved by Marketing and Communications. The Principal Investigator is responsible for securing and documenting this approval.

Once approved by the IRB, an advertisement cannot be altered or manipulated in any way without prior IRB approval.

Directory listings of research such as ClinicalTrials.gov are not considered advertisements and therefore do not require IRB review and approval if the listing is limited to the following basic trial information: title, purpose of the study, protocol summary, basic eligibility criteria, study site location(s), and how to contact the study site for further information.

***For more information please see HRPP/IRB Policy Manual Section 3.7.7***