HRP-315 | 10/22/2024

WORKSHEET: Advertisements

The purpose of this worksheet is to provide support for the convened IRB or Designated Reviewers when evaluating advertisement meant to be seen or heard by subjects.[[1]](#endnote-2)

1. Context (Check if “Yes”. All must be checked)

The application describes the mode of communication.

For printed advertisements, the final copy is being reviewed.

For audio/video tape, the tape is the final version.

Participant facing advertisement/material is included, along with any text that will be posted.

If social media is being used, the social media platforms must be identified (i.e., Facebook, Instagram, Reddit).

1. Recruitment materials must include the following:

Material must clearly state that it is a research study.

The name and contact information of the AU research personnel knowledgeable about the research procedures and listed as a study team member.

The study protocol number.

Any information needed for someone to determine their interest in and possible eligibility for participation (i.e., the condition under study or the purpose of the research; a brief list of benefits, if any (e.g., a no-cost health exam); the time or other commitment required of participants; the location of research activities)

White space in the lower left footer portion of the material for the IRB approval stamp.

1. The advertisement: (Check if “Yes”. All must be checked)

Does NOT state or imply a certainty of favorable outcome or other benefits beyond what is outlined in the consent document and the protocol.

Does NOT promise “free treatment,” when the intent is only to say subjects will not be charged for taking part in the research.

Does NOT include exculpatory language.

Does NOT emphasize the payment or the amount to be paid, by such means as larger or bold type.

“Research Study” is present on the advertisement

The study protocol number is present on the advertisement

The advertisement is limited to the information prospective subjects need to determine their eligibility and interest, such as:

* The name and address of the investigator or research facility
* The condition under study or the purpose of the research
* In summary form, the criteria that will be used to determine eligibility for the study
* A brief list of participation benefits, if any
* The time or other commitment required of the subjects
* The location of the research and the person or office to contact for further information.

1. Posting recruitment materials

Electronic recruitment materials (i.e., social media posts/sites, listservs, recruitment platforms, applications, newsletters, etc.) must comply with AU recruitment requirements, as well as the policies of the specific location where the material is posted, whichever is more restrictive

Materials must be clearly identified as recruitment for a voluntary research study and may not be located or posted in any way that could be easily mistaken for, or confused with, employment or paid work (e.g., Craigslist “Jobs” section).

For third-party and private listservs, social media accounts, forums, pages, or threads, posting may only occur with the permission of the social media manager/owner/moderator/ or administrator. Only unmodified IRB-approved materials may be posted.

Permission letters to post recruitment materials from private locations must be included in your protocol submission (upload them under Local Site Documents 🡪 Other Attachments).

Flyers must be posted in designated locations on campus and in the community and must comply with Auburn University posting policy.

1. For FDA-Regulated research, the Advertisement: (Check if “Yes”. All must be checked)

Does NOT make claims, either explicitly or implicitly, that the drug, biologic or device is safe or effective for the purposes under investigation.

Does NOT make claims, either explicitly or implicitly, that the test article is known to be equivalent or superior to any other drug, biologic or device.

Does NOT use terms, such as “new treatment,” “new medication” or “new drug” without explaining that the test article is investigational.

Does NOT include a coupon good for a discount on the purchase price of the product once it has been approved for marketing.

1. This document satisfies AAHRPP elements II.3.C-II.3.C.1, III.1.E [↑](#endnote-ref-2)