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)