



## Advertising to Recruit Participants for Research When Submitting for IRB review

Advertisements for research must be submitted to the WSU IRB for review and approval prior to use. Researchers may employ web-based or other direct recruiting mechanisms, as appropriate. Also, if text and images will be identical among multiple mediums, then the IRB only needs to receive one version of the ad with appropriate indications of how and where the ad will be displayed.

The IRB must review the final version of printed advertisements to evaluate the content, relative size of type used and any images. Furthermore, any changes or updates to IRB approved advertisements must be submitted to the IRB as an amendment for review and approval, prior to implementation.

### Relevant Information to Include in Advertisements: (all listed below are not required).

- The name and address of the researcher and location where research will take place.
- The purpose of the research and a description of who might be eligible for the study.
- A brief statement regarding the benefits or incentives of participation, if any.
- The time or other commitment required of the participants.
- The name of the person or office to contact for further information.

### Criteria for Appropriate\* Advertisement:

- Advertisements may not be coercive or imply undue pressure.
- Advertisements may be limited to the information the prospective participants need to determine their eligibility and interest.
- May not imply a certainty of favorable outcome or benefits beyond what is outlined in the informed consent.
- No claims should be made that a drug, biologic or device is safe or effective for the purposes under investigation, or that the test article is known to be equivalent or superior to any other drug, biologic or device.
- The terms "new treatment", "new medication" or "new drug" should not be used without explaining that the test article is investigational.
- Advertisements should not promise "free treatment", when the intent is only to say that participants will not be charged for taking part in the investigation.
- Advertisements may state that the participants will be paid, but should not emphasize the payment or the amount to be paid, by such means as larger or bold type.
- Advertisements should state that it is for a research study.
- Advertisements may not include exculpatory language.

\* The IRB has the authority to judge what is appropriate on a case-by-case basis.