

## Advertisements for Recruitment of Research Participants

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**1. Direct Advertisement:** Advertisement that is intended to be seen or heard by prospective participants to seek their participation in a research study. Direct advertising includes but is not limited to:

- Newspaper advertisements
- Posters, bulletins, flyers, brochures
- Email messages
- Institutions' websites
- Social media platforms
- Studies' websites
- Invitation letters to potential participants

When direct advertising is to be used, CIRB will review the information contained in the advertisement, caption that will be used in together with advertisement. All advertisements cannot be displayed or used until CIRB has reviewed and approved them.

### 1.1 Guidelines for preparing advertisements:

- All advertisements must be written in simple language.
- All advertisements must state that the study is research and includes the use of an investigational drug or device if applicable.
- Any advertisement to recruit participants should be limited to the information the prospective participants need to determine their eligibility and interest.

### 1.2 The following information may be included in the advertisement:

- Name and address of the PI.
- Purpose of the research study.
- Summary of the eligibility criteria of research participants.
- A straightforward description of potential benefits to research participation. Do not overstate the potential benefit.
- A brief list of procedures involved.
- The time or other commitment required of the research participants (e.g. number of visits, duration of study, etc).
- Any compensation or reimbursement. (Advertisements may state that subjects will be paid but should not use bold or enlarged print or other means to emphasize payment. The amount to be paid should not be included.)
- Location where the research will be conducted.
- Contact person and details for further information.

### 1.3 The advertisement should NOT, either explicitly or implicitly:

- State or imply a certainty of favorable outcome or other benefits beyond what is outlined in the informed consent document and protocol.
- Make claims that the drug, device or biologic is safe or effective for the purposes under investigation.
- Make claims that the test article is known to be equivalent or superior to any other drug, biologic or device.

- Use terms such as "new treatment," "new medication" or "new drug" without explaining that the test article is investigational.
- Use of the term "free" in reference to treatment or procedures.
- Use of catchy words like "exciting", "fast" or "earn".
- A statement or an implication of Ethics Committees/ Ministry of Health/ Health Sciences Authority endorsement of the research.
- Promise "free medical treatment," when the intent is only to say participants will not be charged for taking part in the investigation, Advertisements may state that subjects will be compensated or reimbursed, but should not emphasize the payment by such means as larger or bold type. Advertisements should not state the amount that will compensated or reimbursed.
- Use of exculpatory language.
- Makes claims about the drug, biologic or device under investigation that are inconsistent with currently approved labeling.

**2. CIRB review and approval is not required in the following cases:**

- Letters to doctors for referring potential participants.
- Stories in newspapers or magazines that mention the research project.
- Listing of clinical trials on research website when the format is limited to basic trial information such as protocol title, purpose of study, protocol summary, basic eligibility criteria, study site location and how to contact site for further information.

**3. Submission to CIRB for approval:**

- Before you submit, please ensure that the advertisement material is reviewed by the internal party (e.g. sponsor, group communication). PI should also obtain clearance from institution and Communication department on the publication location and/or platform, if applicable. Please note that the final version of advertisement along with caption that will be used in together with advertisement (if any) should be submitted. If no caption would be used, it should be indicated at Section J2 that no caption will be used.
- Please describe the advertising strategies (e.g., talks in public place, societies etc.) and if any, attach the recruitment materials (e.g., poster/ brochure/ advertisement in newspaper/radio, etc.) to be used to recruit research participants in Section J2 of the IRB application/amendment form.

Type	Notes
Posters	Please state the location(s) where the posters will be placed and attach a copy of the poster.
Brochures	Please state the location(s) where the brochures will be placed/ used and attach a copy of the brochure.
Advertisements in Newspapers / Magazines / Publications	Please state which publications will be carrying the advertisements, how many times the advertisement will run for, and attach a copy of the advertisement.
Advertisements on Radio / TV	Please state which radio / TV stations will be carrying the advertisements, how many times the advertisement will be aired, and attach a copy of the advertisement.
Letter of	Please elaborate on how it would be used and attach a copy

Invitation to potential research participants	of the Letter of Invitation. If the study team would be following up with phone call to check on participant's interest after sending out the invitation letter, please attach a copy of the telephone script as well.
Email Message with the intention of inviting participants to participate in the study	Please state when the email message would be sent, the targeted recipient, along with caption that will be used in the email (if any) and attach a copy of the draft email message.
Institutions' websites and Studies' websites	Please elaborate on recruitment material(s) that will be used, and attach a copy for CIRB review.
Social media platforms	Please state what is the social media platforms to be used, along with caption that will be used in the social media post, and attach a copy of the advertisement.
Event/Talk/Public Forum/Webinars at hospitals, schools, and public places (such as Community Centers	<p>Please specify where, when, how and the agenda of the event/talk/forum/webinar.</p> <p>If there are recruitment materials to be used, please attached a copy of the recruitment materials.</p>