



# The Review

Community Healthcare System Central IRB (CHS CIRB)

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## Advertisements for Research

Recruitment of subjects is considered the beginning of the consent process. Advertisements are visible tools of recruitment; therefore, they must present information that is accurate so that potential subjects can make an informed decision about possible participation.

In order to protect the rights and welfare of the subjects, the IRB must review the methods used to recruit potential subjects before they are implemented. The advertisement should not use coercive language. It should accurately describe the potential risks and benefits of study participation. The FDA presents explicit guidelines for the format of advertisements:

1. Name and address of the investigator and/or research facility;
2. Condition under study and/or the purpose of the research;
3. a summary of the criteria that will be used to determine eligibility for the study;
4. A brief list of participation benefits, if any;
5. The time or other commitment(s) required of the subjects;
6. The location of research and the person or office to contact for further information.

### Example of unapproved advertisement

***Lose Weight Fast and Receive Cash!!!***

***Join an Exciting Weight-Loss Study***

- Are you a teenager?
- Are you fat and want to lose weight?

If you answered **YES** to these questions, you may qualify to participate in a weight-loss study.

You will receive a *free* medical evaluation and participate in a *cutting-edge nutrition program*.

You will also receive \$\$\$ money \$\$\$ and parking vouchers. No medication will be given.

Call (555) 555-5555 for more information.

### Reasons not to approve this advertisement

1. There is an emphasis on monetary compensation.
2. It uses catchy words such as *exciting, fast, cutting-edge, and free*.
3. Ages for eligibility are not specified.
4. The purpose of the study is not specified.
5. No mention is made that the study is “research”.
6. Terms such as *fat* may be insulting or especially eye catching, when linked to the teenager.
7. The name of the contact person or the study location is not included.

### A few final recommendations

1. Clearly state that the project is research.
2. Err on the side of underestimating benefits and overestimating risks.
3. Do not make claims of safety, equivalence or superiority.
4. Avoid phrases such as “new”, “prestigious” or “innovative”.
5. Avoid using the term “free”.
6. Do not emphasize compensation.
7. Avoid large, bold font.
8. Obtain IRB approval prior to implementing any advertisements or subject recruitment materials.

The investigator may refer to CHS CIRB policy “Guide to Creating and Submitting Recruitment Materials to the CHS CIRB” or contact the office for further information when developing subject advertisements or recruitment materials.

### CHS CIRB Contact Information

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