



GUIDELINES FOR ADVERTISING FOR RESEARCH PARTICIPANTS POLICY

PURPOSE

To ensure University adherence to the Institutional Review Board guidelines for advertising for research participants.

STATEMENT OF POLICY

Advertisements used to recruit human research participants are reviewed by The Institutional Review Board (IRB) as an extension of the informed consent process.

Anything that is seen or heard by potential research participants is considered an advertisement. This includes, but is not limited to, flyers, letters, newspaper ads, TV / radio announcements, posters, and bulletins. Review of advertisements is necessary to ensure that the information is not misleading to the subjects.

PROCEDURES

See *Guidelines for Advertising for Research Participants Procedures*.

POLICY TYPE: ACADEMIC AFFAIRS