

Guidelines for Advertising for Research Participants Long Island University Institutional Review Board (IRB)

Advertisements used to recruit human research participants are reviewed by the 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.

The IRB must approve the advertisement before it can be used. Copies of all recruitment materials must be included as part of the initial request for protocol approval or submitted as an amendment (change/revision) to the protocol. It is recommended that the Principal Investigator obtain IRB approval of the advertisement text prior to production / recording in order to avoid re-recording because of unacceptable language or wording.

Advertisements should include:

- name and contact information of Principal Investigator
- eligibility criteria for research participation (in summary form)
- straightforward and truthful description of incentives, e.g. payments, a no-cost health exam
- time and other commitments required
- the person to contact for further information (optional)