



IRB Toolbox

“Advertising” your Research to Potential Human Participants Flyers and Posters

The advertising for and the recruiting of participants in research projects actually begins the process of consent and is an important part of informing participants. Any form of advertising or recruiting of human subjects to participate in research projects must be submitted for approval by the IRB either with the initial IRB application, or as a modification as it is developed. When reviewing methods and materials for recruiting participants, the IRB must determine that they are not coercive and that they accurately describe the likely risks and benefits to participants (i.e. that they do not state or imply a certainty of favorable outcome or other benefit beyond what is outlined in the consent document and the protocol). Some of the more commonly used types of advertising include flyers, posters, brochures, media advertisements, recruitment letters and word of mouth recruiting. The development of appropriate advertising flyers and posters will be discussed here.

When appropriate, the following items may be included (but are not required) in advertisements and recruiting materials:

1. Name and address of the investigator(s) and/or research facility
2. Condition under study and/or the purpose of the research
3. In summary form, the criteria that will be used to determine eligibility for the study
4. A brief list of participation benefits, if any (e.g., a no-cost health examination)
5. The time or other commitment required of the subjects and
6. The location of the research and the person or office to contact for further information

Advertisements should:

1. **Not** emphasize monetary compensation
2. **Not** use catchy words like “free” or “exciting”
3. **Not** be misleading about the purposes of the research
4. **Not** use words that are insulting like “fat”
5. Be very clear that **research** participation is what is being solicited

An example flyer can be found at http://compliance.vpr.okstate.edu/irb/documents/IRB_toolbox/Exampleflyer.pdf.

***Remember**, any flyer or poster to be posted anywhere on the OSU Stillwater campus must be also be approved by OSU Campus Life. Campus Life views any research flyer or poster with the IRB approval stamp on it as officially sponsored and will approve it for posting. Campus Life can be contacted at 060 Student Union, 405.744.5488.

References

Bankert, E.A., R.J. Ambur, Institutional Review Board Management and Function, Jones and



Bartlett Publishers, 2006.

Food and Drug Administration Information Sheet: Guidance for Institutional Review Boards and Clinical Investigators. September, 1998. <http://www.fda.gov/oc/ohrt/irbs/toc4.html#recruiting> , accessed 24 July, 2008.

