

IRB GUIDELINES FOR RECRUITMENT MATERIALS

Required Elements:

- Study title and approved IRB protocol number
- Indicate it is a research study
- State MWU as the institution, and list the PI's name
- List a contact name and information
- Specify eligibility criteria
- State whether participants will be paid for their time and effort, e.g:
 - You will be compensated for your participation; or
 - You will receive a gift card to X for [amount] for your participation; or
 - Participants will (not) be compensated

NOTE: The amount of compensation may be included but should not be the focal element on the flyer.

Recommended Elements:

- Purpose of the study
- What is expected of the participant
- Time commitment for the participant
- Location where the research will be conducted

Elements to Avoid:

- Offers of compensation from the sponsor that would involve a coupon good for a discount on the purchase price of the product once it has been approved for marketing
- Claims that state or imply a favorable outcome or other benefits beyond what is outlined in the consent form and study protocol
- Claims that the drug, biologic or device is safe or effective for the purpose under investigation
- Claims, either explicitly or implicitly, about the drug, biologic, or device under investigation that are inconsistent with FDA labeling
- Use of the term "new treatment", "new medication" or "new drug" in reference to the item under investigation
- Use of exculpatory language in the advertising whereby prospective subjects waive or appear to waive any of their legal rights

Online Recruitment:

If using social media, e.g. Facebook, Twitter, etc. where character length is limited (teaser advertisements):

- The teaser must mention it is a research project
- The teaser must not use inflammatory language or misleading statements
- The teaser must indicate that more detail about the study will be provided in the informed consent or by the investigator.