

## Research Study Advertisements Posting Guidance

1. Does the study have IRB approval?
  - a. Ask the person who contacted you to provide the IRB approval letter; OR
  - b. Call the number listed on the flyer and ask for the approval letter.
2. Is the study approved by Emory?
  - a. Ask the person who contacted you to provide the Children's signed IAA; OR
  - b. Contact Sarah Marie Huban (5-7477 or [sarahmarie.huban@choa.org](mailto:sarahmarie.huban@choa.org)). In order to look up the study in our database, we will need the Emory approval information (study number and PI).
3. Is the study approved by Children's?
  - a. If the study is approved by Children's and you have a copy of the approval letter, but you have specific concerns about the flyer, contact Sarah Marie Huban (5-7477 or [sarahmarie.huban@choa.org](mailto:sarahmarie.huban@choa.org)) to determine whether or not the IRB approved the flyer in question.
4. General Advertisement Guidance

*Advertisements typically include the following information:*

- The name and address of the clinical investigator and/or research facility;
- The condition under study and/or the purpose of the research; in summary form, the criteria that will be used to determine eligibility for the study;
- A brief list of participation benefits, if any (e.g., a no-cost health examination);
- The time or other commitment required of the subjects; and
- The location of the research and the person or office to contact for further information.
- Be very clear that research participation is what is being solicited

*Advertisements should NOT include the following:*

- Advertisements may state that subjects will be paid, but should not emphasize the payment or the amount to be paid, by such means as larger or bold type.
- Advertising for recruitment into investigational drug, biologic or device studies should not use terms such as "new treatment," "new medication" or "new drug" without explaining that the test article is investigational.
- No claims should be made, either explicitly or implicitly, that the drug, biologic or device is safe or effective for the purposes under investigation, or that the test article is known to be equivalent or superior to any other drug, biologic or device.
- Advertisements should not promise "free medical treatment," when the intent is only to say subjects will not be charged for taking part in the investigation.
- Not use catchy words like "free" or "exciting"
- Not be misleading about the purposes of the research