Advertisements (HRPP 3.5)

Description:

This policy describes UNMC's requirements for recruitment of subjects through advertisements.

Advertisements MUST Include:

- The name and address of the PI and associated institution
- A clear statement that the activity is research
- The purpose of the research
- The IRB number

Advertisements MAY Include:

- Brief eligibility criteria
- Time commitments, number of study visits, duration of study visits, etc. required of the subject.
- Brief list of potential benefits and any risks and discomforts
    - If any benefits are listed, the risks MUST also be listed.
- Location of the research
- A contact person and their phone number
- (if electronic [i.e. social media]) may include a link pointing to a site maintained by the organization
- (if electronic [i.e. social media]) may include a link pointing to a site maintained by an external organization with the domain "org", "edu" or "gov" that is relevant to the research

Advertisements MAY NOT Include:

- Statements that imply certainty of a favorable outcome or other benefits besides those described in the consent form.
- Claims that the research procedures are safe and effective for the purpose under investigation.
- Claims that the research procedures are known to be equal or superior to other available interventions.
- Terms including "new treatment", "new medication", "new drug", etc.

- Promises of “free medical treatment” (even if the study is providing treatment free of charge).
- A stated amount of compensation, or manipulating font (size, bold, etc.) to draw attention to compensation.
- Any exculpatory language.
- Make claims about a drug, device, or biologic under investigation that are inconsistent with FDA labeling.

When UNMC is the IRB of Record (sIRB):

- Upload all printed ads to RSS to be reviewed and approved by the IRB.
- (electronic ads)- check regularly that any link/URL used on an ad is still active.
- Use UNMC brand templates (https://brandwise.unmc.edu/unmc/templates/).
- Final copies being used MUST match what is approved by the IRB.
- When accrual is complete, you must destroy/terminate all ads.

When Relying on Another IRB as the IRB of Record (cIRB):

Ads must adhere to the policy but are not routinely reviewed unless requested by the investigator or the reviewing IRB.