



# Research Advertisement Requirements

Office of Research Integrity & Compliance

Version 2

Updated: June 29, 2017

This document is intended aid both researchers and IRB members by listing what should be included and explained in an IRB protocol application. If further assistance or clarification is required, please contact the ORIC at 304-293-7073, or at [IRB@mail.wvu.edu](mailto:IRB@mail.wvu.edu).

## Protocol

- // The placement of all ads has been described in the protocol.
- // The final form of the printed ad, flyer wording, or audio/video tape was attached in the protocol for review.

## Required Elements of Research Advertisements

1. Clearly states that this is research.
2. Does not imply a certainty of favorable outcome or other benefits beyond what was outlined in the consent document and the protocol.
3. Does not Includes exculpatory language
4. Does not emphasize the payment or amount to be paid, by such means as larger, or bold, or different color type.
5. The condition under study or purpose of the research is clear.
6. The eligibility criteria are clearly summarized.
7. Benefits are succinct.
8. The time or other commitment required for participation is spelled out.
9. The location of the research is given.
10. The name, address/email and the department of the investigator are given.
11. States that WVU IRB approval is on file. For exempt protocol submissions, it should say WVU IRB acknowledgement is on file.
12. A contact person and phone number should be named.

## Advertisements for Research Involving Drugs, Devices, or Test Articles

- // May not make claims either explicitly or implicitly that the drug biologic, or device was safe or effective for the purposes under investigation.
- // Only uses terms such as “investigational new treatment,” “investigational new medication,” or “investigational new drug.”
- // May not make claims either explicitly or implicitly that the drug, biologic, or device was known to be equivalent or superior to any other drug, biologic, or device.
- // Does not promise “free medical treatment,” when the intent is only to say participants will not be charged for taking part in the investigation.
- // If a placebo is to be used, clearly states that participants, or a group thereof, may receive placebo.