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| The purpose of this worksheet is to provide support for the full (convened) IRB or Designated Reviewers when evaluating advertisement meant to be seen or heard by subjects. This worksheet is to be used. It does not have to be completed or retained. | | | |
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| 1. Context (Check if “Yes” or “N/A”. All items must be checked.) | | | |
| Yes | N/A | The protocol describes all the different mediums of communication. | |
| Yes | N/A | For printed or electronic advertisements, the final copy is being reviewed for each medium.   *Note: Why can’t a single template be used across different media?   45 CFR 46 requires that IRB reviews anything that a prospective participant or a participant may see in its exact   form. Various media (e.g., Facebook, Twitter, Snapchat, website etc.) often have specific formatting nuances.* | |
| Yes | N/A | Templates for any snowballing (i.e., asking Person A to forward the recruitment material on) recruitment have been uploaded. The template should:   * Include the subject line * Instruct the recipient not to pressure anyone to participate | |
| Yes | N/A | Templates for any reminders have been provided and are discussed in the protocol’s recruitment section.   *Note: The IRB recommends no more than two reminders to reduce the risk of a prospective participant from   feeling pressured.* | |
| Yes | N/A | Templates for any follow-up contact to interested parties (with subject line if applicable) have been provided. | |
| Yes | N/A | Studies sometimes use television, radio, podcast, or YouTube advertisements. For audio/video formats, please submit the final version. (It is recommended that the research team double check the criteria in sections 2 and 3 before recording. Your assigned HRPP protocol coordinator can review a script beforehand and alert you to issues before you record.) | |
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| 1. The advertisement: (Check if “Yes” or “N/a”. All items must be checked.) NOTE: depending on the medium, not all elements will fit in the allowed space. Include as many as will fit while retaining readability. | | | |
| Yes | N/A | Overall, is the advertisement free of:   * Exculpatory language. No rights should be waived. * Technical terms. It should be easy to read. * Dishonesty or misleading statements. * Catchy words such as "fast", "exciting", "cutting-edge", and "free". It should avoid pressuring. * Attention-getting devices that may be perceived as undue influence (e.g., large or bold typefaces, dollar signs, etc.) | |
| Yes | N/A | Medium Specific (i.e., email, forum post, VT news etc.): The subject line is listed. | |
| Yes | N/A | Provides the IRB number  Medium Specific (MTurk): Since MTurk users are unable to see a HIT summary once it has been selected, does the recruitment material tell them to record the IRB number and the researcher’s contact information before continuing. | |
| Yes | N/A | Indicates this is a Virginia Tech research study (MUST mention that this is research) | |
| Yes | N/A | Provides the eligibility criteria | |
| Yes | N/A | Clearly states the purpose in a straightforward fashion | |
| Yes | N/A | Provides the time commitment | |
| Yes | N/A | Provides the type of procedures (ex: survey, interview with audio recording etc.)  *Note: Please mention any video or audio recording data collection.* | |
| Yes | N/A | The name and contact information for a member of the research team is provided | |
| Yes | N/A | Avoids implying one is volunteering when providing the research team's contact information or the next step if one is interested. (Example: "For more information contact..." as opposed to writing, "To volunteer for the study contact...")   *Note: The reason for this guideline is that the recruitment document must not imply that participants are   volunteering when they contact the research team or click on a link. Instead, prospective participants are   potential volunteers and may only volunteer once consent information has been provide to them.* | |
| Yes | N/A | Optional – Does the advertisement mention compensation? If so . . .   * Is the font the same size, color, type as the rest of the advertisement? Payment must not be emphasized in any fashion (i.e., italicized, bold, or underlined). * Is the compensation presented in terms of the time, trouble, and/or expenses involved in research participation? It must not be presented as a benefit * Is it reasonable for the amount of time/energy the participant will be spending? * Does it match what is listed in the consent form and the main protocol? * If the compensation is going to be pro-rated, is the pro-rated range provided and match what is in the protocol? * If the compensation involves a drawing, ensure that it does not use the words ‘lottery, ‘winning’, or ‘raffle’ and that the odds of being selected are provided | |
| Yes | N/A | .Optional – Does it mention the word ‘Treatment’? If so . . .   * The word "experimental" must precede all uses of the word "treatment." * Does not promise “free treatment” when the intent is only to say subjects will not be charged for taking part in the research | |

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| 1. FDA-Regulated research, please complete below: (All items must be checked.) |  Not FDA regulated | | | |
| Yes | N/A | Does NOT make claims, either explicitly or implicitly, that the drug, biologic or device is safe or effective for the purposes under investigation. | |
| Yes | N/A | Does NOT make claims, either explicitly or implicitly, that the test article is known to be equivalent or superior to any other drug, biologic or device. | |
| Yes | N/A | Does NOT use terms, such as “new treatment,” “new medication” or “new drug” without explaining that the test article is investigational. | |
| Yes | N/A | Does NOT include a coupon good for a discount on the purchase price of the product once it has been approved for marketing. | |