



University of La Verne Institutional Review Board Policy and Procedure on Advertising

ADVERTISING FOR STUDY PARTICIPANTS (flyers and mass emails)

Institutional Review Boards (IRB) are responsible for ensuring the equitable selection of research participants (21 CFR 56.111 (a) (3)). In fulfilling this responsibility, the IRB should review the methods that researchers/investigators use to recruit participants. One method of recruiting participants is through advertisements. Advertising for research participants is not in and of itself an objectionable practice. However, when advertising is to be used, the IRB should review the information contained in the advertisement, and the mode of its communication, to determine that the procedure for recruiting participants affords adequate protection.

The IRB reviews have the authority to approve, require modifications in, or disapprove all research activities covered by the IRB regulations (21 CFR 56.109). The IRB reviews all of the research documents and activities that bear directly on the rights and welfare of the participants in the proposed research. The protocol, the consent form, and the researcher's/investigator's brochure have consistently been cited as specific examples of documents that the IRB should review.

Advertisements used to recruit participants should be seen as an extension of the informed consent and participant selection processes. [See 21 CFR 50.20, 221 CFR 50.25, and 21 CFR 56. 111 (a) (3).] Institutions should, therefore, require IRB review of such advertisements. IRB review is necessary to ensure that the information is not misleading to participants, especially when a study will involve persons with acute or serve physical or mental illness or persons who are economically or educationally disadvantaged. The IRB is responsible for assuring that appropriate safeguards exists to protect the rights and welfare of research subjects [21 CFR 5 6. 111 (b)].

Generally, any advertisement to recruit subjects should include:

1. The title of the study.
2. The purpose of the research and, in summary form, the eligibility criteria that will be used to admit participants into the study.
3. A straightforward and truthful description of the benefits (e.g., payments or free treatment) to the participant from participation in the study
4. The location of the research and the person (the researcher/investigator) to contact for further information.
5. The following statement: "Approved by the Institutional Review Board, #....." [Include IRB Approval Number.] The IRB also has a stamp if an organization requires a stamp and signed initials.

1. Flyers on Campus

The Office of Student Life will look for the IRB approval number, will add its own stamp, and then distribute to dorms and campus bulletin boards. Individual departments have their own bulletin boards as well. You will need to individually obtain permission.

2. Mass E-Mails on Campus

The Office of Technology Services web site has a form and approval process in order for emails to be distributed to the general campus community. Different programs have their own approval processes for different email distribution lists through Blackboard.