

## CRITICAL STEPS: ADVERTISING CLINICAL STUDIES OVPR, Clinical Research – UMass Worcester

**Should recruitment of clinical trial participants require advertising in the form of flyers, posters, radio or newspaper announcements, there is guidance from both federal regulations and our own IRB. This guidance may help you adhere to both the letter & spirit of these regulations.**

Advertisement of a clinical research study should be seen as the initial invitation for a potential research subject. A basic tenet is to keep the announcement/advertisement simple, clear and brief.

- ✓ **It must be clear that you are conducting research** – this should be *easy to discern* from the headline of your ad
- ✓ Descriptor words for the drug or device being studied include ‘investigational’ or ‘research’ *not* ‘new,’ ‘better,’ or ‘improved’
- ✓ Be careful of typeface and font size – don’t imbed ‘research’ or ‘investigational’ only into the small print of the ad
- ✓ Keep info on purpose of study or therapeutic area concise
- ✓ No claims of safety, efficacy or superiority of study drug/device
- ✓ No misleading text or overstatement of benefits
- ✓ Compensation for subjects should not be viewed as a ‘benefit’ or be undue ‘inducement’ - subjects *can* be compensated for their time, travel, parking, meals, etc. (see IRB template for more guidance)  
*No dollar amount should be listed, simply: ‘compensation provided’*
- ✓ Name and LOGO of UMass Medical School and/or UMass Memorial Medical Center in the ad, as appropriate – include IRB docket # in lower corner of ad
- ✓ List an appropriate contact and phone number
- ✓ If global advertising efforts are expected or if there will be high level of community interest, please contact Mark Shelton from Public Affairs

**REMEMBER: Advertising is the first step in the consent process.**

**All flyers, ads, commercials, must be approved by the IRB (even internally posted flyers). If this was not part of your original IRB submission, it can be sent to IRB office in OVPR for review and approval.**

**Please feel free to call the Clinical Research division (x 65015) in OVPR to discuss recruitment challenges and plans as needed.**