



Creighton University Institutional Review Board

2500 California Plaza, Omaha, NE 68178

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www.creighton.edu/researchcompliance/IRB

SOLICITATION FOR PARTICIPATION IN RESEARCH: IRB REQUIREMENTS FOR RECRUITMENT MATERIALS

WHY DO MY RECRUITMENT MATERIALS REQUIRE IRB REVIEW?

Federal regulators consider advertising for study subjects to be the start of the informed consent and subject selection processes. IRB review and approval of recruitment materials is therefore required.

WHICH RECRUITMENT ITEMS REQUIRE IRB REVIEW?

YES:

Newspaper Ads
Posters & Flyers

E-mails
Radio Ads

Television Ads
Social Media Posts

Newsletters
Electronic Ads

PLUS all other direct ads developed by the investigator, staff, or external sponsor.

NO:

Dear Doctor Letters

Doctor to Doctor Letters

Press Releases

News Stories

OR posts to clinical trials listing services or financial pages.

WHEN SHOULD RECRUITMENT MATERIALS BE SUBMITTED?

Ideally, advertisements should be reviewed and approved by the IRB as part of the initial submission package. Changes to recruitment items and new recruitment materials may be submitted later as a modification to the study.

REGARDLESS OF WHETHER RECRUITMENT MATERIALS ARE INCLUDED WITH THE INITIAL SUBMISSION OR IN A LATER MODIFICATION, RECRUITMENT MATERIALS CANNOT BE USED PRIOR TO IRB REVIEW AND APPROVAL.

RECEPTIONIST SCRIPTS AND OTHER SCREENERS

Phone calls to prospective study subjects are considered recruitment activities – such that IRB review and approval of recruitment scripts and other screeners are required.



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WHAT MAY I INCLUDE IN MY RECRUITMENT MATERIALS?

REQUIRED CONTENT:

- Name and contact information for the investigator and information identifying CU as the research institution.
- Clear statement that the activity is research.
- Purpose of the research.
- IRB protocol number.

PERMITTED CONTENT:

- Criteria that will be used to determine study eligibility.
- Brief list of participation benefits, if any (e.g., a no-cost health examination).
- Time or other commitment required of the subjects.
- Person or office to contact for additional information.

PROHIBITED CONTENT:

- Statements implying a certainty of a favorable outcome or other benefits beyond those described in the consent document and the protocol.
- Claims, explicit or implicit, that the intervention is safe or effective for the purposes under investigation, or that the test article is known to be equivalent or superior to other interventions off-study.
- Promises of "free treatment" regardless of whether the study treatment will be provided without charge. The IRB will accept "at no cost."
- Exculpatory language.
- More than ONE reference to compensation per advertisement.
- Stated amount of compensation for participation or indication that compensation is available, in any font, font size, or manner that is intended to draw attention to the value or availability of compensation.
- Phrases such as "new medication" or "new drug" without a disclaimer such as "study" or "investigational" before the words "medication" or "drug."
- Claims, either explicit or implicit, about the drug, biological, or device under investigation that are inconsistent with FDA labeling.
- ANY language NOT approved by the IRB (e.g., unapproved introductory or reminder text).