

## **Purpose**

To describe the compliance requirements for the advertising of research projects. This policy encompasses all projects reviewed and approved by Bellberry's Human Research Ethics Committees (HRECs) as per the National Statement, Section 3.1.20-22 and 5.2.25.

## **Guidance**

Bellberry HREC's must review all advertisements emanating from research projects. The HREC will review the information contained in the advertisement and will ensure that it does not include exculpatory language.

Generic advertisements not related to specific research projects (e.g. to increase healthy volunteer databases) are part of the business strategy of an organisation. Therefore, Bellberry considers advertisements of this type not to be within its ambit of approval.

Advertisements must not be false or misleading and must clearly state what the study is about. They should not imply certainty of a favourable outcome of the research.

Advertising presented to Bellberry must:

- Be a final version of printed, audio, or video advertisements.
- Include the name and location of the researcher and research facility.
- Present in summary form, the criteria that will be used to determine eligibility for the study.
- State the time or other commitment required of the participants.
- State the location of the research and the person or office to contact for further information.

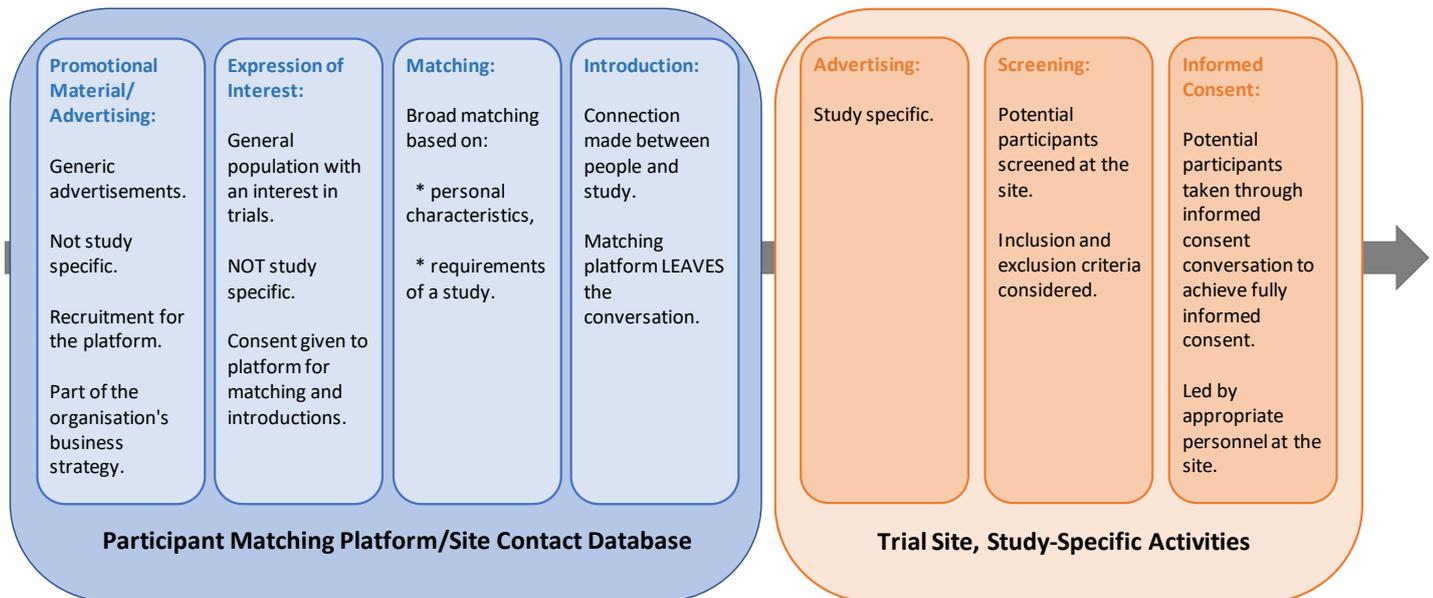
Advertisements should not imply that the treatment under investigation is safe and effective.

Advertisements must not represent to potential study participants that the study will be of direct benefit to them or coerce participation in any way.

Advertisements for recruitment may state that participants will be paid for time and inconvenience. This information should be discretely positioned in advertisements and should not be in enlarged or bold font. Advertisements must not state dollar amounts for payment for time and inconvenience. For guidance, the intention of these directives is to prevent a promise of payment overriding the seriousness of participating in a research study.

Approval for the advertising of research must encompass all advertising including print, electronic media and social media prior to use. Advertisements are to be submitted exactly as they will appear, so the HREC can assess the impact of design details such as photographs, other images, font sizes, styles and colours. A broadcast proof must be provided for audio ads. Details of where the advertisements will be placed must also be provided (e.g. location of posters, type of publication for print advertisements, and the type of social media).

The material used by a recruitment vendor for their participant matching is not within the ambit of the HREC approval. However, sites should submit study-specific advertising for review.



When social media advertising is intended, six areas should be considered prior to HREC submission:

- content,
- medium,
- participant selection,
- moderation,
- privacy, and
- confidentiality.

A social media plan or the protocol must include a clear explanation of the proposed use of social media and featured content, addressing questions such as:

- How will security of information and privacy of individuals be maintained?
- Who will be responsible for monitoring and posts?
- Who is going to manage monitoring and posts?
- What is going to happen with information obtained from monitoring?
- Is there a plan in place to address these issues?

Advertisements or posters to be publicly displayed must have appropriate authorisation from the site/premises (e.g. an advertisement to be placed on noticeboards at a university must have the approval of the university).

HREC approval is not required for study listing on trial websites, however content and attachments specific to the study require approval.

Information packs, participant brochures, sponsor brochures and informational videos are all considered recruitment material, and all require approval.

Photographs used should be an appropriate representation of the study.

## References

[National Statement on Ethical Conduct in Human Research \(2007 incorporating all updates\)](#)