

POLICYI008 ADVERTISING

Manual:	Policies	Document ID:	PI008	Date Created:	Jul 04
Section:	Investigator	No. Pages:	1	Review Date:	Apr 18
				Future Review Date:	Apr 20

PURPOSE

To describe the compliance requirements for the advertising of research projects.

Bellberry HREC's must review all advertisements that relate to research projects.

Generic advertisements not related to specific research projects (e.g. to increase healthy volunteer database) are part of the business strategy of an organisation. Therefore Bellberry considers advertisements of this type not in the ambit of our responsibility to approve.

- 1.** Any advertisement must not be false or misleading and must clearly state what the study is about. It can not imply certainty of a favourable outcome of the research.
- 2.** Advertisements should not imply that the treatment under investigation is safe and effective.
- 3.** Advertisements must not represent to potential study participants that the study will be of direct benefit to them or coerce participation in any way.
- 4.** Recruiting advertisements 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 emboldened print. Advertisements must not state dollar amounts.
- 5.** Approval for the advertising of research must be given to any advertisement including print, electronic media and social media. Ads are to be submitted 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 ads, type of social media).
- 6.** When social media advertising is intended, six areas should be considered prior to HREC submission; content, medium, participant selection, moderation, privacy and confidentiality. The Protocol must include a clear explanation of the proposed use of social media and featured content including items 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?
- 7.** 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).
- 8.** HREC approval is not required for study listing on trial websites, however content and attachments specific to the study require approval.
- 9.** Information packs, participant brochures, sponsor brochures and informational videos are all considered recruitment material and all require approval.
- 10.** Photographs used should be an appropriate representation of the study.