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Type of Policy:	***PROTECTION OF HUMAN RESEARCH PARTICIPANTS***	Category:	**Orlando Health Institutional Review Board (IRB)**

Title:	***Advertising, Recruiting and Media Contact for Research Subjects (Participants)***	Policy #:	**0330-1021**
		Replaced #:	ORMC 6000-300; MDACCO 1000-0001
Page 1 of 1		Issued By:	Orlando Health Institutional Review Board
Issue Date:	**7/19/95**	Approved By:	Philip Giordano, MD Institutional Official **SIGNATURE ON FILE**
Revision Dates:	1/1/01, 5/17/05, 11/9/07, 8/11/14, 4/4/17, 4/21/20, 10/17/23, 1/14/25, 7/15/25		

I. PURPOSE:

To maintain ethical and legal standards when advertising for the recruitment of research subjects (participants).

II. DEFINITIONS:

Please refer to the IRB Definition Policy.

III. POLICY:

All Direct Advertisements for research subjects (participants) shall be reviewed and approved by the IRB prior to publication.

IV. PROCEDURE:

A. Prior to publication, Principal Investigators shall submit the advertisement with the appropriate Advertisement IRB form to the IRB for review, acknowledgement, and determination via IRBNet. No claims should be made on the advertisement, either explicitly or implicitly, that a drug or device is safe or effective for the purpose under investigation, or that is in any way equivalent or superior to any other drug or device. In addition, the advertisement may not promise "free medical treatment".

B. Advertisements should be limited to:
   a. name and address of clinical investigator and/or research facility
   b. purpose of research and eligibility criteria
   c. description of benefits [payment (for travel, time, etc.), study drug, medical care, etc.]
   d. location of research and person to contact for further information

V. REFERENCES:

A. Code of Federal Regulations - 21 CFR 56.107(a)
B. FDA Guidance– Recruiting Study Subjects Information Sheet
C. IRBNet's Forms and Templates

VI. ATTACHMENTS:

None.