**IRB Member: Advertisement and Recruitment Material Checklist**

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| **IRB Meeting Date:** Click or tap to enter a date.  | **eBridge #:** Click or tap here to enter text. |
| **IRB Review Date:**Click or tap to enter a date. (EXR only) |
| **Principal Investigator:** Click or tap here to enter text. | **Reviewer:** Click or tap here to enter text. |

This checklist should be used with the *New Protocol Reviewer Checklist* for projects which propose to use recruitment materials such as direct advertisements, internet posting or approach letters. IRB Committee Members should apply the criteria outlined within the *IRB Member SOP: Advertisements, Recruitment Methods and Compensation*

1. **Do the proposed recruitment materials include any of the following informational elements?** [ ] **Yes** [ ]  **No**
* The name and address of the PI or the facility where the project will be conducted
* The purpose of the project unless otherwise justified
* The criteria that will be used to determine eligibility for the project
* A brief summary of participation benefits, if appropriate
* Time or other commitment required of the subject
* Location of the project and the person to contact for additional information

*Materials used to recruit subjects should be limited to the information the potential subjects need to determine their eligibility and interest. When appropriately worded, the above items may be included in the materials.*

1. **Do the proposed recruitment materials include the following prohibited elements?** [ ]  **Yes** [ ]  **No***.*
* Claims of safety, effectiveness, equivalence or superiority in reference to the drug, device or procedure under investigation.
* Use of the terms “new” or “exciting” in reference to a drug or device without explaining that the test article is investigational.
* Use of the term “free” in reference to treatment or procedures.
* Use of bold or enlarged print or other means to emphasize payment or the amount to be paid.
* Use of exculpatory language, or asking subjects to give up legal rights
* Claims that the subject will receive therapeutic benefit from participation in the project.
* The use of any inappropriate pictures or images that would be inconsistent with equitable subject recruitment.
* Offers of compensation from a sponsor that would involve a coupon good for a discount on the purchase price of the product once it had been approved for marketing.
* Exhibition of the ad in venues which are not in line with the project’s purpose or intent.

*Per MCW IRB policies and procedures and FDA guidance any of the above cited language cannot be present in recruitment materials.*

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| **Reviewer Comments:** |
| Click or tap here to enter text. |

Reviewer Name:Click or tap here to enter text. Date: Click or tap to enter a date.