

<b>Research Ad Review</b> <b>Subject Recruitment Materials</b>
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**Do's:**

- The advertisement should clearly indicate that it concerns a research study. Use of words such as "investigational," "experimental," "clinical trial," and "research" are an acceptable way to do this.
- The advertisement should comply with the guidance in the FDA Information Sheet, "Recruiting Study Subjects."

**Don'ts:**

- State or imply that the FDA or IRB has approved the research.
- Refer to investigational drugs, devices, or procedures as "new," "safe," "effective," "a cure," "treatment" or "therapy," without qualifying them with "investigational," "experimental" and so forth; for example "new investigational drug."
- Call the investigational medication simply "medication" or "drug"; qualify each use appropriately with "investigational" or "study" as in "investigational medication" or "study medication."
- Emphasize payment to subjects or the word "free" (e.g., bold, large font, dollar signs).
- Include payment amounts for studies involving underage subjects.
- Use the terms "confidential" or "completely private."
- Include exaggerated statements about the potential benefits of participating in the research, receiving treatment from the investigator, or receiving treatment from the organization.
- Include inappropriate promises of benefit.
- Use the phrases "Enrollment limited," "Study ends soon," or "Call today!"
- Include the statements "You deserve to feel better," "Join this study and take charge of your life," or similar phrases or logos.
- Include references to website recruitment content that has not been reviewed and approved by an IRB (except the clinicaltrials.gov website and other such public registries).
- Include statements of implied safety and/or efficacy
- Include misleading content.
- Use potentially coercive or reassuring graphics, pictures, fonts or symbols.