**Recruitment Materials for Human Subjects Research Studies**

Recruitment materials include all communications from the study team to potential study participants. It includes letters, emails, online advertisements, websites inviting viewer response, flyers, posters, radio spots, newsletters, etc. All recruitment materials must be reviewed and approved by the JHSPH IRB before using.

The IRB must review study recruitment materials to assure that they:

* Do not promise a certainty of outcomes beyond what is outlined in the consent and the protocol.
* Make no claims, either explicitly or implicitly, that investigational products or research procedures are safe or effective for the purposes under investigation, or that the test article or other research procedures are known to be equivalent or superior to any other standard or approved drug, biologic, device, or procedure.
* Do not use terms such as "new treatment," "new medication" or "new drug" without explaining that the test article or the research procedures are investigational or experimental. Terms like “study drug” or “study product” are preferred.
* Do not promise "free medical treatment," when the intent is only to say subjects will not be charged for taking part in the investigation.
* Do not emphasize the payment or the amount to be paid, by such means as larger or bold type, although it may state that subjects will be paid and provide the amount of payment.

Recruitment materials should be limited to the information the prospective subjects need to determine their eligibility and interest. When appropriately worded, the following information may be included:

* The name of the investigator and/or research facility
* The condition under study and/or the purpose of the research
* In summary form, the criteria that will be used to determine eligibility for the study
* A brief list of participation benefits, if any
* The time or other commitment required of the subjects
* The location of the research and contact information for the person or office for further information.