

Document Owner: Manager, Office of Research**Original Approval Date:** 29 June 2021**Approved By:** Chair, Oak Valley Health REB**Latest Version:** 19 Aug 2021

1.0 PURPOSE:

The purpose of this guideline is to describe the requirements for submitting recruitment materials to the Oak Valley Health Research Ethics Board (REB).

2.0 POLICY STATEMENT:

Recruitment materials may include Posters, Study Information Letters, Study Information Brochures, or any other recruitment material. All recruitment materials must be approved by the Oak Valley Health REB **prior** to their use, distribution, publication, or posting.

The Oak Valley Health REB will review the recruitment materials to evaluate visual effects and assure that it is not unduly coercive and does not state or imply a favourable outcome or benefit beyond what is outlined in the informed consent form and protocol.

3.0 PROCEDURES:

All recruitment materials must have the appropriate departmental approval. They may require approval from Oak Valley Health Communications prior to posting (*see section 3.4 below*).

3.1. Things to Include:

Recruitment materials should be limited to the information that the prospective participants needs to determine their potential eligibility and interest. All forms of recruitment materials **should include:**

- **Full study title** as it appears on the protocol, REB application, and informed consent form;
- Name of the **Oak Valley Health Investigator**;
- **Name and phone number** of the person or office **to contact** for further information;
- **Oak Valley Health logo** (*Please view the ACORN Branded Templates page*);
- A clear statement that this is a **research study**;
- A clear statement that the study is **voluntary**;
- The **condition under study** and/or the **purpose of the research**;
- A brief summary/list of the main **eligibility criteria**;
- The **time or other commitment** required of the participants;
- The **location** of where the research will take place;
- If **illustrations** are used, they need to be **sensitive and appropriate** to the target audience. Be aware of **copyright** regulations;
- State if **compensation** is provided. Do not state amount or emphasize compensation (i.e. larger or bold type).

Advertisements may indicate that the participants will be reimbursed for out-of-pocket expenses (e.g. parking) but this information should not be overly emphasized (i.e. it should not state what the monetary reimbursement is).

3.2. Things to Avoid:

Recruitment materials **should avoid:**

- Statements that may be considered coercive;
- Only statements of benefits (if you will include benefits, then risks should also be stated);
- Stating or implying a favourable outcome or benefit beyond what is outlined in the informed consent form and the protocol;
- Claims, either explicitly or implicitly, that the study intervention is safe or effective for the purposes under investigation, or that the study intervention is known to be equivalent or superior to any other intervention;
- Promising “free medical treatment” when the intent is only to say that participants will not be charged for taking part in the research;

- Featuring monetary compensation as a lead in before the description of the study purpose;
- Using the name of the study drug(s), therapeutic claims, or using the name of the commercial sponsor or product manufacturer.

3.3. Language:

- Use “research” instead of “study” or “trial”
- Use “participant” instead of “subject” or “patient” or “volunteer”
- Use “investigational” instead of “experimental”
- Use “at no cost” instead of “free”
- Use simple/lay language
- Avoid acronyms, abbreviations, or mnemonics unless they are well known to the public or to the group you are targeting AND are not enticing
- Avoid terms such as “new treatment,” “new medication,” or “new drug” without explaining that the test article is investigational

3.4. Approval:

In addition to Oak Valley Health REB Approval, you will also be required to obtain approval from the Department that you would like to display the recruitment material (i.e., putting up posters and distributing flyers). The Oak Valley Health REB may request copies of documented approval. Approval can be obtained by the Director or Manager of that area.

Studies that are requesting to use email communication must obtain approval from the X of the distribution list. For example, if you would like to use “all staff” email distribution list, this will require approval from Communications. The Oak Valley Health REB may request copies of documented approval.

Studies that are requesting to use external communications i.e., social media, external website, etc. must obtain approval from Communications and/or Public Relations. The Oak Valley Health REB may request copies of documented approval.

4.0 REFERENCES

1. Tri-Council Policy Statement 2: Ethical Conduct for Research Involving Humans. 2010.
2. Health Canada, Policy – Health Products and Food Branch. ‘The Distinction Between Advertising and Other Activities’ available at <https://www.canada.ca/en/health-canada/services/drugs-health-products/regulatory-requirements-advertising/policies-guidance-documents/policy-distinction-between-advertising-activities.html>

5.0 DOCUMENT HISTORY:

Type	Individual/Committee	Date	Outcome
Draft	Research Ethics Board	24 June 2021	New Document;
Amendment	Research Ethics Board	19 Aug 2021	