

# QUICK LINKS:

## Writing an Effective Advertisement

### What is this study about?

- Include the name of the study, purpose of the study, and a short description of what the study is about. It is best that the condition being studied is stated. Make sure to do this in concise and easily understood terms.
- Express the expectations required of a study participant. Include the time commitment required for participants and any incentives they can receive.
- Clearly state the benefits of participation to your target audience. Be mindful of FDA & IRB guidelines.

### Who is invited to participate?

- Clearly state the eligibility requirements of being a participant in the study such as age, gender, ethnicity, or health history.

### When & where will this study take place?

- If known, state the location of the study. Make sure to state if the study will be held in person or virtual.

### How do interested participants contact the study team?

- Include contact information: phone number, email address, website and/or social media handles.
- **Tip:** Include tear-offs with contact info or QR codes that direct interested participants to study websites.

### Make it appealing!

- When creating an advertisement keep your target audience in mind. Utilize an attractive headline, design, and photos that will appeal to your prospective participants.
- Utilize bullet points to make things easy to read for your audience.
- Use everyday language. Your target audience likely does not have a medical background. Websites like [Hemingway Editor](#) can help you measure the readability of your content and reading level and provide tips on adjustments you can make to improve the accessibility of your content.



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### What Not to do:

- No claims should be made that the investigational treatment is safe or effective, or that it is equivalent or superior to existing treatments. This includes both explicit and implicit claims. The IRB will review content, as well as the font size and type, and other visual effects, in determining whether materials are too promissory.
- Do not use language such as “new treatment,” “new medication,” or “new drug” without explaining that the treatment is investigational. In other words, “new investigational medication” may be approved, but “new medication” would not be approved. Such phrases may lead patients to believe that they will be receiving a treatment that has already been approved by the FDA or has already been proven effective.
- Do not promote your study as “free medical treatment” when referring to study-related care patients will receive
- If the trial is paid, compensation may be mentioned but **not** emphasized through larger or bold type

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**ALL advertisements must be approved by the UTHSC IRB Review Board.**

**Mandatory information for advertisements and recruitment materials provided by the UTHSC IRB Review Board can be found [here](#).**

*Adaptations from the [University of Florida CTSI](#) and [University of Washington ITHS](#)*



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