



## RESEARCH ADVERTISEMENT GUIDELINES

Advertisements must be written in simple easy English and should not contain coercive information that may overstate the benefits of participation or which may entice readers to participate.

The advertisement should contain basic information about:

- What the study is investigating (if study medication is used and includes a placebo arm – this information must be included)
- The type of people/patients being recruited
- The study time requirement including any other burdens that may be placed on participants such as travelling to other sites/health services
- Contact information for the study coordinator

**Do not use the following terms:**

- Subjects
- Eligible
- Sugar pill
- If you qualify...
- Important study

**Do not use the term 'patients' to describe people taking part in the study. Please use the term 'participants'.**

**All advertisements must include the statement:**

***The ethical aspects of this research project have been approved by the Human Research Ethics Committee of <insert name of health service>***

**For multi-site projects also include the statement:**

**The conduct of this research project at this site has been approved by Peninsula Health**

*Adapted from Austin Health 'Directions for HREC approval of Advertisements'*  
[http://www.austin.org.au/Assets/Files/REU\\_Directions\\_Advertising\\_Studies.pdf](http://www.austin.org.au/Assets/Files/REU_Directions_Advertising_Studies.pdf)