



REMOVE: NS Health Research Ethics Board Template for Advertisements, Version 6, 2022/07/14. Limit to 1 page

Opening Statement, Title

Investigators should ensure the advertisement's content is appropriate and consistent for the purpose of the study.

Example: Do you have (condition/disease under study)? Or; did you recently have a biopsy/told you have X/finish a program or treatment?

Provide a Short Description of the Study

Advertisements used to recruit subjects should be limited to the information the potential participants need to determine their eligibility and interest. The following items should be included:

- The name and address of the PI or the facility where the research will be taking place
- The purpose of the study, unless otherwise justified, 1-2 sentences
- Wording to say this is research and not treatment
- The essential criteria that you will use to determine eligibility for the project
- Time or other commitment required of the subject
- If applicable, a statement indicating compensation for the participant is permitted

Example: Dr. XX, a Diabetes doctor at the QEII hospital, is researching how an experimental medication works on blood sugar levels. People who may be eligible to take part in this research must be at least 50 years old, have had Type 2 diabetes for less than five years, and have been told their blood sugars are too high.

If eligible, you will be enrolled for about three years, with two visits to the hospital and four telephone visits per year.

The research team will compensate you for your participation in the study.

DO NOT INCLUDE THE FOLLOWING:

- Claims of safety, effectiveness, equivalence or superiority in reference to the drug, device or procedure under investigation.
- Use of the terms "new" or "exciting" when referencing a drug or device without explaining that the test article is investigational.
- Use of the term "free" when referencing treatment or procedures.
- Use of bold or enlarged print or other means to emphasize compensation.
- Claims that the subject will receive therapeutic benefit from participation in the project.
- The use of any inappropriate pictures or images inconsistent with equitable subject recruitment.

[Provide Contact Information]

If you are interested and want more information, please contact XXXX XXXXXX at 902-XXX-XXXX or via e-mail at XXXXXX@nshealth.ca.