

## GUIDELINES ON PUBLIC ADVERTISING

### FOR RECRUITMENT OF HUMAN SUBJECTS IN RESEARCH PROJECTS

**Public Advertising:** newspapers, radio, television, posters, letters, cards, electronic postings, etc.

**Recruitment:** process of soliciting individuals to participate in a research project

**Research Project:** any McGill University research project involving human subjects

- whether funded [by grants, contracts or gifts] or non-funded

- whether carried out by academic or research staff or students [postgraduate or undergraduate]

It is understood that a public advertisement is intended to capture the attention of any eligible individual. An advertisement should be drawn up in such a way as to be clear and in good taste. Overly dramatic captions, partial disclosure of what participation involves<sup>1</sup> and misleading information about the project are three pitfalls to be avoided.

#### Guidelines:

1. There must be a brief description of the research and what participation involves. This would include among other things, whether the individual will be compensated for loss and inconvenience or not, the time frame and significant potential risks, if any.
2. The McGill staff member responsible for the research must be identified by name, title and department, unless prevented under the conditions of professional accreditation.
3. Brief details of recruitment criteria should be included.
4. The McGill name with or without the logo should accompany the advertisement; however, any modification to the standard format needs prior approval from the University Secretariat (398-1992). Camera-ready typeset advertisements with the logo are available from the Instructional Communications Centre (398-7200).
5. The medium for the advertisement should be appropriate for the research project and befitting the use of the McGill name.
6. The appropriate ethics review committee must approve any departure from these guidelines.

#### Approval Process

The recruitment must be fully described in the research protocol and submitted to the appropriate ethics review board (ERB) for approval. ERB approval is required for any research project involving human subjects. In addition, any public advertisement aimed at recruitment of subjects must be approved in a process determined by the appropriate ethics review committee prior to publication, posting or broadcast.

Approved by the Senate, 3 March 1995 and by the Board of Governors, 27 March 1995

---

<sup>1</sup> N.B. The MNI/H REB interprets this phrase, together with item 1 of the guidelines, to indicate that the ad must contain brief but full disclosure of what participation involves.