

## Supplementary Guidance Fact Sheet Advertising Materials

### WHY DO I NEED TO OBTAIN ETHICAL APPROVAL OF ADVERTISING/RECRUITMENT MATERIALS?

The National Statement on Ethical Conduct in Human Research (paragraphs 3.1.19, 5.2.15 and 5.2.16) advises that researchers should provide ethical review bodies with proposed recruitment materials for review. This includes but is not limited to, posters, flyers and social media advertisements.

In instances where recruitment materials need to be ad lib, ethical review bodies should be provided with a description of the strategy and the broad messages.

### ADVERTISEMENTS SHOULD:

- Be clear that research participants are being sought.
- Outline the purpose / aim of the research in plain language.
- State the inclusion and exclusion criteria.
- Briefly list what participation involves and the time commitment required.
- Include the name of the investigator and the research institution (inclusion of the institutional logo should be considered).
- State the location of the research and a contact person for individuals who would like further information.
- Include the name of the approving ethical review body for the research. For La Trobe University ethics review, this should be listed:  
La Trobe University Human Research Ethics  
~OR~  
La Trobe University Low-risk Ethics Advisory Panel

### ADVERTISEMENTS SHOULD NOT:

- Use emotive or coercive language.
- Emphasize monetary compensation (to avoid the potential for coercion).
- Emphasize endorsement by managers or other leadership (to avoid the potential for coercion).