*All advertisements must include the following information. Please contact an IRB Analyst for additional guidance if needed at* pvamc-irb@va.gov *.*

**Required information to be included on print advertisements**:

[ ]  TheVA Tier 1 Graphics Standards used.

***NOTE:*** *VA guidance and approved graphics/logos can be found at the bottom of the webpage located at:* [https://dvagov.sharepoint.com/sites/VHAPOR/PCA/SitePages/PublicAffairsHome.aspx](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdvagov.sharepoint.com%2Fsites%2FVHAPOR%2FPCA%2FSitePages%2FPublicAffairsHome.aspx&data=04%7C01%7C%7C487ef73bbe1145350c9608d88b4610a9%7Ce95f1b23abaf45ee821db7ab251ab3bf%7C0%7C0%7C637412480319913935%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=I04xp9%2FTbS5jvtzN0Qb6PPIN%2B2OcYg4BpRZIyE9CbnQ%3D&reserved=0)

 ***NOTE:*** *Link is only accessible behind the VA firewall.*

[ ]  The VAPORHCS IRB study number (ID)

[ ]  The VAPORHCS IRB study title

[ ]  A description of the purpose of the study

[ ]  A brief summary of the study procedures including time and other commitment(s) required of participants

[ ]  Name and address of the investigator and/or research facility for participants to contact for information

[ ]  State the condition being studied and/or the purpose of the research

[ ]  In summary form, indicate the criteria that will be used to determine eligibility

[ ]  A clear statement that this is **research and not treatment**

[ ]  If compensation is offered indicate how much

[ ]  Print Advertisement (e.g. flyer) includes enough space in header or footer for placement of approval stamp. ***NOTE:*** *Space needed for approval stamp is approximately 1 ½ inch wide and ¼ inch tall.*

**Additional Criteria for Approval (guidance and points to consider):**

[ ]  Information in the advertisement is consistent with the protocol and consent form

[ ]  The advertisement is not coercive or creates undue influence to participate

[ ]  Given ***the mode of advertising/recruiting, the frequency and/or content, the advertisement*** would most likely not be considered coercive or harassment by prospective participants.

[ ]  The advertisement is not unduly optimistic

[ ]  The advertisement does not include pull tabs for individuals to rip off for the contact information

The study uses email for advertising/recruiting, and the following criteria is met:

[ ]  N/A;

[ ]  The protocol clearly describes use of email for advertising/recruitment purposes.

***NOTE:*** *Communication of sensitive information by unencrypted email is not permitted.*

[ ]  The study uses Azure RMS for advertisement/recruitment, and all VHA ORD requirements are met.

[ ]  N/A

***NOTE:*** *Please see ORD guidance, Frequently Asked Questions: Institutional Review Board (IRB) and VA Research and Development (R&D) Committee Considerations for Use of Azure Rights Managements Services (RMS) in in VA research guidance document (original release date: 10/25/19) and posted on the ORD policies and guidance webpage at ORPP&E website* [*https://www.research.va.gov/resources/policies/default.cfm*](https://www.research.va.gov/resources/policies/default.cfm) *.*