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