



Australian Government

Department of Defence

Department of Veterans' Affairs

## ADVERTISING MATERIALS

### Why do I need to obtain ethical approval for advertising materials?

The '[National Statement on Ethical Conduct in Human Research](#)' (paragraphs 3.1.20 and 5.2.25) advises that researchers should provide ethical review bodies with proposed recruitment materials for review. This includes but is not limited to, emails, posters, flyers and social media posts or 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 message (including examples).

### Advertisements should:

- be clear that research participants are being sought
- outline the purpose/aim of the research in lay language
- state the eligibility criteria
- briefly outline what participation involves and the time commitment required
- include the name of the investigator and/or the research institution
- include the research institution's logo
- state the location of the research and contact details for potential participants who would like further information
- include the name of the approving ethical review body/ies for the research.

### Advertisements should not:

- use emotive or coercive language
- emphasise monetary compensation (in order to avoid the potential for coercion)
- in the Defence context, emphasise endorsement by commanders/managers within Defence (in order to avoid the potential for coercion).