

Patient-Facing Material	<p><i>Who reviews and/or approves it?</i> <i>When do they review and/or approve it?</i> <i>What are they looking for in their review?</i> <i>What resources are available to help me?</i></p>		
	<u>Recruitment Innovation Center</u>	<u>Duke Health Marketing</u>	<u>Duke Health IRB</u>
<p>Print/Digital Media: Flyers, brochures, posters, websites, social media posts/ads, etc.</p>	<p>What: Review & Recommendations</p> <ul style="list-style-type: none"> • Right content & language <ul style="list-style-type: none"> ○ Lay-friendly, literacy tailored ○ Appropriate cognitive load ○ Formatted for easy reading (white space, font size/type) ○ Grammar and spelling ○ Engaging ○ Patient-centered ○ Inclusive • Right logo, color palette and branding • Right imagery and/or illustrations 	<p>What: Review & Approval</p> <p>Yes:</p> <ul style="list-style-type: none"> • Right logo & branding • Right fonts/typefaces • Right color palette • Right imagery and/or illustrations • Right placement of the PRO#. • Not inappropriately co-branded • Right grammar and spelling <p>No:</p> <ul style="list-style-type: none"> • Content of material (unless flagrantly inappropriate for the Duke audience, or unless there are grammar/spelling issues) 	<p>What: Review & Approval</p> <ul style="list-style-type: none"> • Clearly represents the activity as Research • Lay language, formatted for easy reading <ul style="list-style-type: none"> ○ Font size & type ○ Imagery • Is not coercive and/or unduly influencing • Does not promise favorable outcomes or other benefits beyond what is outlined in the consent and protocol • Does not promise certainty of a cure • No claims are made that the investigational therapy is safe or effective or equivalent/superior to any other therapy • No compensation amounts or coercive emphasis on compensation type
	<p>When: Before IRB submission</p>	<p>When: At IRB submission. However, you may reach out to them sooner if you would like them to review your material ahead of time.</p>	<p>When: During IRB review.</p>
	<p>Resources: Duke Health IRB Policy and Guidelines for Advertising Duke SoM DOCR SOP: Using Social Media to Recruit Research Participants</p>	<p>Resources: Please visit the Duke Health Brand Center for more information and to use the self-service tool for creating materials like flyers, brochures and posters.</p>	<p>Resources: Duke Health IRB Policy and Guidelines for Advertising Duke SoM DOCR SOP: Using Social Media to Recruit Research Participants</p>

	Who reviews and/or approves it? When do they review and/or approve it? What are they looking for in their review? What resources are available to help me?		
Patient-Facing Material	Recruitment Innovation Center	Duke Health Marketing	Duke Health IRB
Direct-to-Patient (DTP) Communication using EHR data: Letters, Emails, MyChart Research Messages, etc.	What: Review & Recommendations <ul style="list-style-type: none"> • Right content <ul style="list-style-type: none"> ○ Lay-friendly, literacy tailored ○ Appropriate cognitive load ○ Formatted for easy reading (white space, font size/type) ○ Engaging ○ Patient-Centered ○ Inclusive • Right logo, color palette and branding • Right imagery and/or illustrations <p>DTP methods that will use EHR data to identify recipients (e.g., MyChart Research messages):</p> <ul style="list-style-type: none"> • Cohort identification details <ul style="list-style-type: none"> ○ Eligibility criteria ○ Computable phenotype ○ Risks of unintended disclosure* • Sensitivity* of diagnos(is)(es) • Content of message 	What: Review & Approval Yes: <ul style="list-style-type: none"> • Right logo & branding • Right color palette • Right fonts/typefaces • Right imagery and/or illustrations • Not inappropriately co-branded No: <ul style="list-style-type: none"> • Content of messages, letters, etc. 	What: Review and Approval <ul style="list-style-type: none"> • Clearly represents the activity as Research • Lay language, formatted for easy reading <ul style="list-style-type: none"> ○ Font size & type ○ Imagery • Is not coercive and/or unduly influencing • Does not promise favorable outcomes or other benefits beyond what is outlined in the consent and protocol • Does not promise certainty of a cure • No claims are made that the investigational therapy is safe or effective or equivalent/superior to any other therapy • No compensation amounts or coercive emphasis on compensation type
	When: Before IRB submission	When: At IRB submission. Please visit the Duke Health Brand Center for more information and to use the self-service tool for creating materials like flyers, brochures and posters.	When: During IRB review
	Resources: Duke Health IRB Policy and Guidelines for Advertising Duke SoM DOCR SOP: Using Social Media to Recruit Research Participants	Resources: Please visit the Duke Health Brand Center to download the right logos for use in your letterhead.	Resources: Duke Health IRB Policy and Guidelines for Advertising Duke SoM DOCR SOP: Using Social Media to Recruit Research Participants

*On occasion, a message may rise to the level of necessitating elevated review from the MyChart/DTP Research Oversight Committee. At that level, their decision may be: Approval, Approval with revisions or Disapproval rather than "recommendations." Ultimate approval of any DTP message is still the purview of the IRB.