Directions for use of this template:

1. Complete all applicable fields below.
2. Delete all parentheses and text that does not apply to your study.
3. USE LAY LANGUAGE. DO NOT COPY AND PASTE FROM PROTOCOL.
4. *Once form is completed:*
   1. If Website Ad is for an UVA Study – Submit through IRB PRO with a modification form for recruitment to be completed
   2. If Website Ad is for a NON-UVA Submission – submit through IRB PRO with the approval from your IRB of Record and this form for the ad to be uploaded to the website.

The ads do not expire and will be displayed until the study status is changed to Closed to Enrollment.

When you receive your approval, please take the time to verify your ad is posted correctly on this website: <https://uvahealth.com/clinicaltrials/> Please note, UVA Health Web Support IT (Web Development) is responsible for the data feed from the IRB Online database to the UVA Health Clinical Trials Website.

**Headline:**      

This is the ad title. 300-character limit, including spaces. Ex: Research Study for Adults with x condition

IRB-HSR#

**PI Name:**      /UVA ID

**Contact Name:**

(Leave blank if study will use a general contact such as xxxstudy@email or phone number. Please include in study description.)

**Study Description:** (*Complete using* *LAY LANGUAGE*)

|  |
| --- |
| The (department, division name) seeks (insert as applies: adults/men/women/adolescents/children) ages (insert) with (insert condition) for a research study. The purpose of the study is (insert purpose of study - eg.to test the effectiveness of an investigational medicine; or to find out how stress effects blood pressure.)  (Optional)You may be eligible for this study if: (insert brief eligibility criteria 3 or 4 top criteria and in lay language. Do not copy eligibility criteria from the protocol)  Study involves (insert procedures-examples: taking an experimental medicine/placebo, blood draws, x rays, overnight stays,) (Insert x number of visits every x (weeks, months,) each visit lasting x amount of time or give range).  Insert one of the following, as applicable:  Study-related (insert exams, tests and experimental medication) provided at no cost.  or  Participant’s insurance company will be billed for medication, tests and procedures |

**Compensation**:

In order to upload your website ad – Complete the below fields

**LIST Categories that the ad should appear under:**

**LIST Keywords to use under the categories chosen:**