



Arkansas Children's Research Institute Protocol Advertisement Form

Coordinator Name:

Phone:

Email:

PI:

IRB Record Number:

Sponsor:

Complete the form below with the desired information to be advertised and submit to the IRB. Once the IRB approval is received, attach a copy of the approval letter to this form and send to ACRI Clinical Trials Office at Slot #842 or StormentJS@archildrens.org. Please note that some sponsors do not allow advertisement via social media sites (i.e., Facebook, Twitter). If project is being funded by industry or other contract, verification of their approval is also required.

ACRI Currently Enrolling Studies Web Page

<https://www.archildrens.org/research/clinical-trials>

Information will be posted on the ACRI website.

Short or Abbreviated Title:

Full Study Title:

Study Description:

Study Eligibility:

Contact Information:

Please consider the following when writing your messages/posts/tweets:

- Draft multiple messages for each platform so they may be rotated.
- Include a web address as well as the phone number
- We welcome you to send posts for review/edits to Shannon Porter (portersl@archildrens.org) or Phaedra Yount (yountpa@archildrens.org) BEFORE submitting to the IRB.

Facebook

Enter below the exact wording that will be posted on Facebook. Keep the message as brief as possible. Consider linking to the ACRI webpage rather than including all study information in the Facebook post. For example: *To learn about a study that is available for children with an allergy to peanuts, visit us at...*

You may also include information about a photo that will be included with the post (*example: photo of peanuts will be included with posts*)

Twitter

Enter below the exact wording to tweet. **Tweets are limited to 280 characters, including spaces.**

You may also include information about a photo that will be included with the post (*example: photo of peanuts will be included with posts*)

SMS Marketing (Text Message Distribution)

Enter below the exact wording to send via text message to individuals who have signed up to learn about clinical research via text alerts. **Text messages are limited to 134 characters, including spaces.**

ACH My Chart (Patient Portal)

Enter below the exact wording to that will appear on the screen when a parent opens their account in My Chart. **No character limit, however, brevity is appreciated.**

Other

Describe below any other advertising opportunities (television, radio, flyers, ACRI research database email distribution, etc.) including content.