Consent to Participate in Interview
Medication Advertising

Introduction

You are being asked to participate in a research study. Before you decide if you want to take part in this study, you need to read this Informed Consent form so that you understand what the study is about and what you will be asked to do. This form also tells you who can be in the study, the risks and benefits of the study, how we will protect your information, and who you can call if you have questions. Please ask the researcher to explain anything you don't understand before you make your decision. You will receive a copy of this consent form for your records.

Purpose

RTI International, an independent nonprofit research organization, is conducting this study on behalf of, and funded by, a public health agency. The purpose of today's interview is to get opinions about a survey being developed about medication advertising. You are one of approximately 9 participants who will take part in this study.

Procedures

If you agree to participate, you will be asked to participate in an interview with a researcher to watch an advertisement online and then take an online survey on a computer about the advertisement you watched. The discussion will be audio-recorded and the screen that you take the survey on will be livestreamed (you will not be visible in the live-streamed video). We will use the audio recordings of all the interviews to prepare a summary; however, your name will not be associated with your responses in any reports. At the completion of this study, the audio recordings will be destroyed. Additionally, staff members may be viewing interviews in person (behind a one-way mirror) or remotely (via live-streaming).

Study Duration

Your participation in this study will take no longer than 60 minutes.

Possible Risks or Discomforts

There are minimal psychological, social, or legal risks to participating in this study. You will be asked to share your attitudes and opinions; however, the topic is not sensitive in nature. Your participation is voluntary, and you can choose not to answer any of the questions.

Benefits

There are no direct benefits to you from participating in this study. Your opinions will help us improve our understanding of how people think about advertisements.

Payment for Participation

You will receive $75 for your participation. This will be given to you at the end of the interview. You have the right to terminate your participation at any point, without penalty. If you must leave or are asked to leave for any reason before the conclusion of the session, you will receive the full compensation amount.

Confidentiality

To help protect your privacy, only your first name will be used during the interview and your identity will never be linked to what you say during the discussion. Any forms for the project that have your name or anything that could identify you will be kept in a locked file cabinet. Except for this consent form, these

forms will be destroyed once the project ends. Upon completion of the study, we are required to store these consent forms for at least three years. Information from this study may be published in professional journals or presented at scientific conferences, but your confidentiality will be respected and no names will be used in any report or presentation. The information collected in this study may be used or shared for future research studies

The Institutional Review Board (IRB) at RTI International has reviewed this research. An IRB is a group of people who are responsible for assuring that the rights of participants in research are protected. The IRB may review the records of your participation in this research to assure that proper procedures were followed.

Future Contacts

We will not contact you in the future.

Your Rights

Your decision to take part in this research study is completely voluntary. You can refuse any part of the study and you can stop participating at any time. You can refuse to answer any question. If you decide to participate and later change your mind, you will not be contacted again or asked for further information.

Your Questions

You may ask questions or express concerns about this consent form, the study, your rights as a research subject, or report problems at any time before, during or after the study. You may contact the research team through the Principal Investigator of the study, Vanessa Boudewyns of RTI at 202-728-2092. If you have concerns about how you are treated in the study, you may contact RTI's Office of Research Protection toll-free at 1-866-214-2043.

YOU WILL BE GIVEN A COPY OF THIS CONSENT FORM TO KEEP.

Your signature below indicates that you have read the information provided above, have received answers to any questions you may have, and have freely decided to participate in this research. By agreeing to participate in this research, you are not giving up any of your legal rights.

_____ _____

Date Signature of Participant

_____

Printed Name of Participant