

**SOCIAL MEDIA AD CONTENT:** To be used on Facebook and Instagram, sponsored by the main Michigan Medicine social media platforms. All ads will direct users to the study specific UMHealthResearch.org study posting: <https://umhealthresearch.org/#studies/HUM00158177>

*Potential Language:*

- Child strength data is used to develop safety standards for products used by children.
- Child Safety Study
- We need your help!
- Child Strength for Product Safety
- Children, 1 to 5 years old, are needed to participate in a child strength study for product strength.
- Help us develop safety standards for products used by children by participating in a child strength study.
- You will receive \$50 for two hours of participation.
- Participants will be compensated.
- The purpose of this study is to develop methods to gather data on children's strength which will be used to develop safety standards for products.
- Child Strength Research for Product Safety
- Child Safety Research
- University of Michigan researchers are seeking children, age 1 to 5, to participate in a study on child strength, which will be used to develop safety standards for products used by children.
- The data collected by this study will be used to develop safety standards for products used by children.
- We are seeking children, ages 1-5 years old, to participate in a child strength study to help develop safety standards for products used by children.
- We are developing safety standards for products used by children by using child strength data collected in this study.
- This study will collect children's strength data that will be used to develop safety standards for products used by children.
- Volunteers, age 1-5 years old, are needed to participate in a child strength research study for product development.
- Volunteers, age \* months old, are needed to participate in a child strength research study for product development.  
*\*(18-20, 20-24, 24-28, 28-32, 32-36 or other combinations therein e.g., 36-48 months)*
- Volunteers, age \*\* years old, are needed to participate in a child strength research study for product development.  
*\*\* (1.5-2, 2-3, 3-4, 4-5, or other combinations therein e.g., 2-4 years)*





*Potential Images:*











Example Ad:

 **Michigan Medicine**  
Sponsored ·   

This study will collect children's strength data that will be used to develop safety standards for products used by children.



[umhealthresearch.org](https://umhealthresearch.org)  
**Child Strength Research  
for Product Safety** [Learn more](#)

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