

Some proposals for Human Subjects Research at Children's Wisconsin incorporate plans to post or distribute flyers or offer patient brochures/information to inform potential subjects about a particular research study.

Children's Wisconsin has a [family facing signage policy](#) that outlines guidelines for all signage throughout the hospital. While adherence to this policy is generally required, exceptions may be made for research project participant signage due to its unique nature.

Research Signage Guidelines

Here are the key considerations for research-related signage that align with the general policy:

- **Brand Approval:** All patient-facing signage and information, especially if it includes the Children's Wisconsin identity, requires brand approval. To obtain this, email a draft of your document to creative@childrenswi.org.
 - You can find Children's brand standards online at:
<https://childrenswi.org/designsystem>
 - Brand-approved flyer templates are available on Connect at:
https://connect.childrenswi.org/corporate_services/brand_resources/documents/topic_3. Using these templates can help expedite the approval process.
- **Health Literacy Review:** The Children's Wisconsin Human Research Protection Program (HRPP) local context and IRB review process already incorporates a health literacy component. Therefore, an additional internal Children's Wisconsin Health Literacy review may not be necessary.
 - **Important:** Researchers should ensure that content submitted for brand approval would also pass a health literacy review. Brand review does not include health literacy assessment.
 - Additional information and expectations regarding health literacy are available on Connect at:
https://connect.childrenswi.org/patient_community_care/best_and_safest_care/topic/health_literacy
- **Bilingual Expectation:** While patient-facing signage is generally expected to be bilingual, a sign can be English-only if the study will not involve non-English speaking participants.
 - Please include details about your audience expectations in your brand approval request.
- **Construction Requirements:** All signs produced must meet the construction requirements outlined in the policy:
 - Signs must be laminated or printed on approved self-adhesive material that can be easily cleaned and wiped.
 - Use painter's tape to post signs. Duct tape, tacks, or push pins are prohibited.
 - Do not place signs on fire-rated doors. Refer to the "Decoration and Paper Signs" policy and procedure for more information.

Guidance – Use of Signage at Children's Wisconsin
Children's Wisconsin Human Research Protection Program

- Signs on door windows or glass walls must not obstruct the visibility of patients or occupants.

Submission and Compliance

When submitting your research proposal, the Children's Wisconsin HRPP will require brand approval documentation as part of the local context review. This documentation should be included with your submission.

All team members and leaders are expected to regularly evaluate their environment and remove or replace any signage that does not meet policy standards. Site audits will be conducted to ensure compliance with the new family-facing sign standards. Non-compliant signage is subject to immediate removal.

Questions regarding these requirements can be sent to experience@childrenswi.org or creative@childrenswi.org.