



University of Southern California Institutional Review Board
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Determination of NOT Human Subjects Research

Date: December 20, 2019

Principal Investigator: Mireille Jacobson

Faculty Advisor: N/A

Project Title: A Pilot Study to Increase Take-up of Overdose-Reversal Drugs

IRB #: HS-19-00953

The USC Health Sciences Institutional Review Board (HSIRB) designee reviewed the information you submitted pertaining to your study and concluded that the project does not qualify as Human Subjects Research.*

This project focuses on using an online advertising campaign to pilot test approaches to increasing naloxone purchases in order to determine the price elasticity of demand for naloxone and potential non-price barriers to take-up; it is not about the individual who is viewing the advertisements and purchasing naloxone. The research activities as described do not meet the Federal definition of research and are not subject to the requirements of 45 CFR 46 or continuing review.

This review and opinion is based on the information provided and is not valid if the proposed project is not exactly as described, or if information has been withheld. If your project design changes in ways that may affect this determination, please contact the IRB for guidance.

Sincerely,

Andrea Tlaseca, MPH CIP
IRB Analyst II

*From 45 CFR 46.102, The Federal Regulations on Human Subjects Research

Human Subject: A living individual about whom an investigator (whether professional or student) conducting research obtains data through intervention or interaction with the individual, or identifiable private information.

Research: A systematic investigation, including research development, testing, and evaluation, designed to develop or contribute to generalizable knowledge.