

Developing the BetterBasket application to help people make healthier food purchases

PARTICIPANT INFORMATION SHEET

Ethics Approval Reference: R52473/RE001

1. *What is the purpose of this research?*

An unhealthy diet is one of the main contributors to ill health, with links to multiple health conditions. The purpose of this study is to develop an online intervention to help shoppers improve the healthiness of their online food purchases. BetterBasket is the name of the intervention and will be a web application. The application could allow users to choose healthy eating goals and evaluate how healthy their food shopping is over time.

2. *Why have I been invited to take part?*

You have been invited because we are looking for adults who have done food shopping online more than once in the past six months, and live within 30 miles of Oxford.

3. *Do I have to take part?*

No. You can ask questions about the research before deciding whether or not to participate. If you do agree to participate, you may withdraw yourself from the study at any time, without giving a reason, by advising the researchers of this decision.

4. *What will happen to me if I take part in the research?*

First we will ask you to complete an online questionnaire to assess whether you are eligible for the study. If you are not eligible we will inform you.

If you are eligible and are happy to take part in the research, you will be asked to attend a single visit at either the Nuffield Department of Population Health, or the Oxford Martin School at the University of Oxford. The visit will last up to 2 hours. Upon arrival, we will talk you through the study procedures and give you the chance to ask any questions. If you are still happy to take part, you will then be asked to sign a consent form.

- a. First you will be asked to participate in a focus group to discuss experiences of online shopping and how you would feel about using a web application to make your shopping healthier. The focus group will be audio recorded and will last approximately 45 minutes. If you do not want to be audio recorded for the focus group then unfortunately you will not be able to participate in the focus group.

- b. After a break, you will be invited to an individual session to test out the application as it has been developed so far. This will be done through short tasks on a computer which will take 15 to 20 minutes. After completing the tasks there will be a brief 10 minute discussion with a researcher. The computer tasks will be recorded directly onto the computer for later analysis and the whole user testing session will be audio recorded. You will be able to opt out of being audio recorded for this individual session if you prefer.

5. Will I be contacted again?

This is the first stage of the intervention development. We anticipate asking people for feedback on the web application two more times throughout the project. If you are happy to be contacted again, we will invite you to take part in the next two stages. If you do not want to be contacted again we will delete your contact details and we will not contact you again. You are free to ask us to remove your contact details at any time.

6. Are there any potential risks in taking part?

We do not anticipate any risks in taking part in this research.

7. Are there any benefits in taking part?

There will be no immediate benefit to you from taking part in this research. Once the web application has been developed, you will be able to use it to help improve the healthiness of your shopping, if you wish to do so.

8. Expenses and payments

You will receive a £10 high street voucher for participating in the study and reasonable travel costs will be reimbursed.

9. What happens to the data provided?

The information you provide as part of the study is the **research data**. Any research data from which you can be identified (eg. your name, audio recording), is known as **personal data**. It does not include data where the identity has been removed (anonymous data).

We will minimise our use of personal data in the study as much as possible. Before analysis, all transcripts of the audio recordings and computer task recordings will be de-identified. Any publications arising from the research will be de-identified so that no one will be able to identify you from the research output.

Storage of the data

The **research data** will be stored confidentially using a secure drive with the University of Oxford system. Only researchers involved in this study will have access to the research data. All paper documents will be stored in a locked filing cabinet within offices in the Big Data Institute.

Personal data will be stored confidentially on a secure drive with the University of Oxford system. All files containing personal data will be password protected. Audio recordings will be deleted after they have been transcribed.

All research data will be stored for up to 10 years after publication or public release of the work of the research. We may retain and store your personal data for an additional period of time as necessary for the

purposes of the study, and for further research. All records of consent will be retained for three years after publication of academic papers.

Access to the data

The research team will have access to the research data. Two members of the research team will be able to access personal data, plus a professional transcription company will have access to the audio recordings. Responsible members of the University of Oxford may be given access to data for monitoring and/or audit of the research.

Permissions

We would like your permission to use direct quotes. These will not be published with your name or any information that could identify you.

We would like your permission to use anonymised data in future studies, and to share data with other researchers (e.g. in online databases). All personal information that could identify you will be removed or changed before information is shared with other researchers or results are made public.

10. Will the research be published?

The research may be published in academic journals, academic conference materials or on blogs relevant to research.

11. Who is organising and funding the research?

The research is funded by the Medical Research Council. The research is being organised by the Nuffield Department of Population Health at the University of Oxford.

12. Who has reviewed this study?

This study has been reviewed by, and received ethics clearance through, the University of Oxford Central University Research Ethics Committee (Reference number: R52473/RE001).

13. Who do I contact if I have a concern about the study or I wish to complain?

If you have a concern about any aspect of this study, please speak to Dr Prachi Bhatnagar (01865 617793) or Dr Pete Scarborough (01865 289248) who will do their best to answer your query. The researcher should acknowledge your concern within 10 working days and give you an indication of how they intend to deal with it. If you remain unhappy or wish to make a formal complaint, please contact the relevant chair of the Research Ethics Committee at the University of Oxford who will seek to resolve the matter in a reasonably expeditious manner:

Chair, **Medical Sciences Inter-Divisional Research Ethics Committee**; Email: ethics@medsci.ox.ac.uk;
Address: Research Services, University of Oxford, Wellington Square, Oxford OX1 2JD

14. Data Protection

The University of Oxford is the data controller with respect to your personal data, and as such will determine how your personal data is used in the study. The University will process your personal data for the purpose of the research outlined above. Research is a task that we perform in the public interest.

Further information about your rights with respect to your personal data is available from <http://www.admin.ox.ac.uk/councilsec/compliance/gdpr/individualrights/>.

15. Further Information and Contact Details

If you would like to discuss the research with someone beforehand (or if you have questions afterwards), please contact:

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