

Participant Information Sheet for Feedback app users

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Introduction

Foodback aims to engage and empower New Zealand citizens for healthier community food places. To evaluate this approach, information collected through the Foodback app will be used for research purposes by the University of Auckland School of Population Health.

This document gives more information for the app users about the purpose of this research, the types of information that will be used, what the data will be used for and how it will be handled and stored. Any further questions are welcome and the contact details of the lead researcher are included in this document.

The Feedback project

Foodback is a new New Zealand initiative to engage and empower citizens for healthier food places and communities. Foodback aims to provide information about the healthiness of food places and seeks feedback from people on what helps or hampers them to make healthy food choices in their community. The information that is contributed to Foodback by people like you will be translated into feedback to people in the community who can make positive changes, such as supermarket managers. The idea is that Foodback will stimulate positive changes to create healthier communities in New Zealand.

Purpose of the research

The research will involve an evaluation of the methodology, the implementation and the impact of the Foodback initiative. An overview of the research that will be done using the data collected through the Foodback app is as follows:

Methodology:

1. Reliability of public reviews – comparing public reviews of the same food place at about the same point in time (e.g. on the proportion of healthy food options provided in schools and sport centres)
2. Validity of data collected by the public – comparison of data collection with that collected by trained nutrition research assistants (e.g. on proportion of healthy food choices on menu of fast food outlets)
3. Robustness of the feedback criteria and recognition indicators and badges –discriminatory power of the badges to identify healthier places

Implementation:

1. User engagement with the system and approach (extent of use of different app features, active and passive use of system, app ratings)

Impact:

The user engagement data within the app, the amount and type of feedback contained within the databases, sentiment and thematic analysis of comments made for different food places (reflecting public demand) will be used to create an initial **system dynamics model** to measure:

1. The impacts of the **short feedback loops** of direct crowdsourced data, photos and commentary on improving the healthiness of food environments
2. The impacts of the **long feedback loops** of analysed data, benchmarking, acknowledgement awards, and best practice examples on improving the healthiness of food environments.

Data

Downloading the Foodback app

When downloading the app, you agree for the app to use your device's GPS location.

Types of data collected from users

Upon registering for use of the app, either through Facebook or through the app the following information is collected from users:

* Age

* Sex

* Community of residence

* Email address

Each user will be randomly assigned a user number after signing up. All data (including comments and stories) collected by this user will be tagged by that number.

The email address will be hidden in the database but may be used by the researchers to send out an invitation to participate in a small questionnaire or focus group to evaluate the app.

Data collected or posted by users younger than 16 years will not be included in this research.

Time Requirement

There is no requirement or any time commitment from the user required for this study.

The researchers aim to send out a small questionnaire through the app to evaluate how to improve the app. Filling out this questionnaire is entirely voluntary and should not take more than 10 minutes.

Anonymity and confidentiality

Your email and other identifying information will never be included in any reports or publications that arise from this work. Please note that the questionnaire is anonymous.

Withdrawal of the data

As with any apps, the user can uninstall the app at any time or stop using it. No data will be collected from users if not using the app. If the user wants to withdraw data collected by him/her, an email needs to be sent to the principal investigator clearly stating the email address with which the user signed up. The data collected by that user will then be removed from the system and the user will receive confirmation of that.

Data storage and disposal

The data will be stored in an online database on the server of the University of Auckland and only the principal investigator and about 3 other members of the team will have access to the data through a specific login and password. The data will be stored for an indefinite term since it will be used to measure changes in the healthiness of food places over time.

Publications

The results of an analysis of the research may be published in a peer reviewed scientific journal and used in public reports, presentations, and a summary report of key findings for participant communities. All results will be discussed on an aggregated level.

Personal Risk

It is anticipated you would not experience any adverse consequences by participating in this research. Please contact the Principal Investigator or the Chair of the Ethical Committee if any additional issues arise.

Agreeing to Participate

Participation in this research is **entirely voluntary**. You will have the right to withdraw from participation at any time by removing or not anymore using the app.

Contacts

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For any queries regarding ethical concerns, you may contact the Chair, The University of Auckland Human Participants Ethics Committee, The University of Auckland, Research Office, Private bag 92019, Auckland 1142. Telephone 09 373-7599 ext. 83711 email: ro-ethics@auckland.ac.nz

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