

INFORMATION LETTER

Re: ETH1920-0043

PARTICIPANT INFORMATION SHEET

LONDON SOUTH BANK UNIVERSITY

Division of Psychology
School of Applied Sciences
103 Borough Rd.
London, SE1 0AA
The Principal Investigator(s)

Professor Lynne Dawkins; E-mail: dawkinl3@lsbu.ac.uk; tel: 020 7815 5422

Consent to Participate in a Research Study

The purpose of this letter is to provide you with the information that you need to consider in deciding whether to participate in a research study being conducted at London South Bank University (LSBU).

Project Title:

Tailored interventions to assist smokers to stop smoking using e-cigarettes (TASSE)

The purpose of the study

You are being invited to take part in a research study. Before you decide whether or not to take part, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully.

This study is funded by the Medical Research Council (MRC; ref: MR/T002352/1). The purpose of the study is to test the effectiveness of e-cigarettes alongside different levels of support and advice, for quitting smoking. No funds have been received from any e-cigarette company for this project and any advice that you receive can be regarded as completely independent and impartial.

Why you have been asked to participate

You have self-selected to take part in this study because you are a smoker, are over the age of 18, are willing to use an e-cigarette in a quit attempt, have access to a mobile phone and are able to make online purchases. This study aims are to recruit a total of 1184 smokers.

The voluntary nature of participation

It is up to you to decide whether to take part. If you do decide to take part you will be asked to complete a consent form. If you consent, you are still free to withdraw at any time

during completion of the online questionnaire without giving a reason by closing your web browser. Once you have completed the questionnaire, you can still withdraw your data by e-mailing the researcher (see contact details below) quoting your participant number/voucher code up until January 2021 at which point all data will be fully anonymised and withdrawal will not be possible.

What will happen if you take part and opt in

Once you have fully read and understood this information sheet, you will be asked to complete a consent form which includes consenting to being contacted again by the researchers in 3 months. You will then be presented with a number of questions asking about yourself, your smoking habits, dependence and motivation to quit and, past and present experience of using an e-cigarette. After answering these questions, you may or may not receive advice and information about which e-cigarette to choose, written information about e-cigarettes and/or text message support. You will then be e-mailed with a voucher code and provided with a link to an online e-cigarette shop where you can use the voucher (to the value of £50) to purchase a free e-cigarette starter kit. **If you are given a recommendation about which product(s) to buy, please ensure that you purchase the recommended product(s).** We will also collect information about which products and e-liquids you purchased for up to a period of 3 months.

We will also ask for an e-mail address and mobile number so that a) we can text you (to receive text support if you are selected to receive this) and b) text/email you with a link to ask you to complete some more questions about your smoking and e-cigarette use after 3 months. Those participants who provide this information after 3 months will be provided with a £10 Amazon voucher. By completing the consent form you agree to us holding this information and sending you a reminder (maximum 5 times) to return to complete the online questions after 3 months.

Your contact details will be treated with strict confidentiality and in accordance with the EU GDPR (General Data Protection Regulations) data retention policy and the University's Data Protection Policy and, for the sole purpose of this study. All data will be stored according to the University's double lock policy which stipulates that any files which key personal information to data, are stored on secure server, in password protected files. Furthermore, data will be collected via *Qualtrics* a platform operated on password protected accounts with high levels of security. The following link <https://www.qualtrics.com/security-statement/> details the various security standards met by the platform (amongst others ISO, HIPA).

As part of the study and as outlined above, you will be directed to the Totally Wicked website an e-cigarette retail company to make your free e-cigarette kit purchase. As such, you will be treated as customers and will therefore need to comply to Totally Wicked's standard customer terms and conditions (including data provisions). Your data provided therein will be handled by Totally Wicked's own data protection policy (which is GDPR compliant).

Possible disadvantages/risks to participation

This is an online study thus you will not incur any travel or other financial costs. The time it takes to complete the study may differ between participants, but we expect it to take around 15 minutes to complete the online questions at the beginning of the study and a further 10 minutes to complete the online questions after 3 months.

Possible benefits to participation

You will receive a voucher to the value of £50 that covers the costs of one e-cigarette (with a charger), e-liquid (approx. 1-2 weeks supply) and atomiser compatible with your e-cigarette. After the initial purchase, if you continue to use your e-cigarette, you will need to purchase your own e-liquid (note: this works out much cheaper than smoking).

You will also be e-mailed a code for a £10 Amazon voucher for completing the 3 month follow up survey. As a smoker, you may benefit further by quitting smoking through the use of an e-cigarette. You may also be provided with written information on smoking and the use of e-cigarettes to help you quit including links to the NHS website which contains quit smoking advice and information on e-cigarettes.

To be eligible to take part in this study, you must be:

- 18 years old or older
- Current smoker
- Fluent in English
- Interested in stopping smoking using an e-cigarette
- Have access to a mobile phone and willing to provide your phone number and e-mail address
- Willing to and able to make an online purchase (you will be given a voucher to cover the costs of your items)
- Willing and be available to be contacted in 3 months from completion of this study

You cannot take part if any of the below apply to you:

- Unable to provide informed consent
- Under the age of 18
- A non-smoker
- Non-fluent in English
- A current daily e-cigarette user (aka vaper; that includes dual use, a smoker who uses an e-cigarette daily and a vaper who smokes occasionally or regularly)
- Not willing or interested in stopping smoking
- Do not have access to a mobile phone or not willing to provide your number
- Unable to make an online purchase
- Unable or not willing to be contacted in 3 months-time
- Work for or are affiliated with the tobacco or e-cigarette industry

Data collection and confidentiality

This study is an online study and does not involve face-to-face contact, however, contact details including email addresses and phone numbers will be collected by the research team to enable participants to receive text messages, written information and reminders to complete some further questions after 3 months. Personal and sensitive data will be treated in accordance with the EU GDPR (General Data Protection Regulations) data retention policy and the University's Data Protection Policy and for the sole purpose of this study. At the end of the study (around January 2021), after all the 3 months follow up data has been collected (or we have contacted you a maximum of 5 times and have not received a response), the research team will permanently destroy all personal data and the final dataset will be completely anonymised.

What will happen to the results of the research study on completion

The anonymised data (meaning no names, no date of birth, no contact details) will be shared with the funder Medical Research Council (MRC), and be written up for publication in a peer reviewed journal and is likely to be presented at conferences. The anonymised dataset will also be made available for sharing with other researcher via open access repositories but all such data will be fully coded and anonymised.

Who is organising and funding the research

This study is funded by the Medical Research Council (MRC) and is run by researchers from the Centre for Addictive Behaviours Research at London South Bank University in collaboration with researchers from University of East Anglia (UEA) and University of College London (UCL).

Who has reviewed the study

This study has been reviewed and approved by the School of Applied Sciences Ethics Committee from London South Bank University's Ethical Committee. If you have any questions or concerns about how the study has been conducted, or wish to withdraw from the study please contact the study's Research Fellow: Dr Catherine Kimber; E-mail: kimberc3@lsbu.ac.uk; tel: 020 7815 5447. Even after submitting your questionnaire, you can withdraw your data by quoting your participant number/voucher code up until January 2021 at which point all data will be fully anonymised. **Please therefore ensure that you keep this number (it will be e-mailed to you).** You can also contact the Principle Investigator of the project, Prof. Lynne Dawkins; (dawkinl3@lsbu.ac.uk; tel: 020 7815 5422). Finally, if you have any concerns about how the study has been conducted, you should contact the University's Ethics panel at sasethics@lsbu.ac.uk.

Please feel free to ask any questions by emailing the team above. If you are happy to continue you will be asked to complete a consent form prior to your participation.

Thank you for taking the time to read this information letter.

