

Appendix I – Eligibility/Screening criteria

Is this app for you?

This app is only for people aged 18 and over who live in Wolverhampton. The app provides general health information to encourage a healthy lifestyle, based on UK Government diet and physical activity guidelines.

If you have any health concerns about changing your diet or physical activity, consult your local GP or health professional before starting this programme. Find more information to help you in deciding whether to use the app in our [FAQs](#).

This app may not be suitable for people who have or have previously had an eating disorder, or any other health concern which might stop you from changing your diet or physical activity. If you are not sure whether the app is for you, you should consult your GP or health professional before starting this programme.

I understand and meet the requirements above.

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If **yes** proceed

If **no** Unfortunately you do not meet the criteria for participating in this programme. Please consult your healthcare provider for alternative pathways to meet your health and wellbeing objectives.

Appendix II – Consent form

Consent form

Evaluating an incentives scheme to promote healthy eating and physical activity.

We are inviting you to take part in a study called Better Health: Rewards.

- Before deciding whether to take part, please read this information. This will help you to understand why the study is being done, and what it will involve.
- You can discuss it with family and friends if you want to.
- You do not have to take part if you do not want to.
- Ask us if anything is unclear or if you need more information.

Summary

- We want to know if giving out rewards for physical activity and healthy eating will help people be more active and eat more healthily.
- To take part in the study, you must be a resident of Wolverhampton and you must be aged 18 or above.
- **If you have any health concerns about changing your diet or physical activity, consult your local GP or health professional before starting this programme.** Find more information to help you in deciding whether to use the app in our [FAQs](#).
- **This app may not be suitable for people who have or have previously had an eating disorder, or any other health concern which might stop you from changing your diet or physical activity.** If you are not sure whether the app is for you, you should consult your GP or health professional before starting this programme.
- The study has 4 different groups. These groups are: base reward, low value reward, medium value reward, and high value reward. If you decide to take part, you will be randomly allocated to one of these groups.
- Even if you are in the base reward group, there are benefits. You will receive a free fitness tracker (if required) and have access to the Better Health: Rewards app. You can also earn up to £40 by answering surveys during the study.
- We expect the study to run between 5 and 6 months once you have signed up and have been allocated to a group. During this period, we will ask you to continue using the app and sync your activity tracker. We will also ask you to answer surveys in the app.
- We do not expect any side-effects from taking part in the study. If during the study you have any physical or mental health symptoms, speak with a healthcare professional. You may stop using the app and participating in the trial at any point if your health status changes.

You can stop taking part in the study at any time by sending an email to our team customer support team at betterhealthrewards@customersupport.team . You do not need to tell us why you are stopping.

Why are we doing this research?

Healthy eating and physical activity are important for health. For example, walking, exercising, and eating fruit and vegetables regularly can all contribute to good health.

Getting rewards for healthy behaviours can help people to be healthier. For example, using rewards to help people stop smoking is known to be effective. Evidence has shown that rewards can help incentivise people to improve their physical activity and diets, although evidence is mixed on optimum value of incentive and exact details of incentive scheme design. This research will build on that evidence and show how a scheme can work in a local area.

So, we are inviting Wolverhampton residents to take part in a research study. This is to test if rewards can help people eat more healthily and be more active.

What does taking part involve?

If you agree to take part in this research, you will get free access to the Better Health: Rewards app. You will also get a free fitness tracker, if you do not already own one.

At the start, we will ask you to complete a 'baseline period' for up to 2 weeks. During this time, you can learn to use the app and fitness tracker. We will also ask you to answer questions about your diet and physical activity.

After the baseline period, you will be randomly assigned to 1 of 4 groups:

- A. **Control group:** Access to the app and the fitness tracker.
- B. **Intervention groups:** Access to the app and the fitness tracker. Individuals in these groups can also earn financial rewards. There are 3 different values:
 - B.1 **low value rewards**
 - B.2 **medium value rewards**
 - B.3 **high value rewards**

The study will last between 5 and 6 months once you have been signed up and allocated to a group. We ask that you continue using the app and wearing and syncing your fitness tracker during this time. We also ask that you answer surveys in the app during this time. You can stop being a part of the study at any time. You do not need to give a reason to stop. Please contact a healthcare professional if you have any concerns about your involvement prior to, or during, the scheme.

During or after the study, we may contact you about this research. For example, we might invite you to an interview. In the interview, we may ask you about your experience of using the Better Health: Rewards app.

In the event we do contact to ask you to participate in interviews about the study and your participation in it, we will give you a separate information sheet which will clearly set out the remit and scope of the research and seek your explicit consent to proceed. Participation in any additional research is voluntary and you can decline to take part at any time without giving a reason.

All participants can earn up to £40 in rewards for completing surveys during the baseline period and throughout the course of the study.

A summary of the results of this research will be available to everyone taking part and the results may be submitted for publication in a scientific journal. The data that support the findings of this research may be made available for future academic use. Due to the nature of this research, all data

will be pseudonymised for publications, which means no personally identifiable information will be made available to third parties without your informed consent.

What are the possible benefits of taking part?

All participants will get a free fitness tracker if they do not already own one. Everyone will also have free access to the Better Health: Rewards healthy lifestyle app which provides personalised physical activity and nutrition challenges and content to help with your everyday health. All participants can also earn up to £40 by answering diet questionnaires throughout the programme. Participants can use their points in a safe and secure online store to redeem a wide range of products and gift cards.

The results of this research may help to improve the services and care given to all UK residents. You will be helping science and helping the health of the nation.

What are the possible disadvantages or risks of taking part?

If you have any health concerns about changing your diet or physical activity, consult your local GP or health professional before starting this programme. Find more information to help you in deciding whether to use the app in our [FAQs](#).

This app may not be suitable for people who have or have previously had an eating disorder, or any other health concern which might stop you from changing your diet or physical activity. If you are not sure whether the app is for you, you should consult your GP or health professional before starting this programme.

We do not expect any side-effects from taking part in the study. If during the study you have any physical or mental health symptoms, speak with a healthcare professional. You may stop using the app and participating in the trial at any point if your health status changes.

The information contained in this app is intended for education purposes only and is not intended to replace and is not professional, medical, or healthcare advice, diagnosis or treatment and should not be used for such purposes. You should not use it to prevent, detect, track, manage or to treat any medical condition, disease or injury. Better Health does not provide individual dietary advice. Better Health does not provide clinical care or clinical decision making.

Do I have to take part?

No. It is your choice. If you do not want to take part, that's OK. Your decision will not change the quality of any care you receive from your doctor or healthcare provider, the NHS, or any other Government services. This will not change your ability to use any Government or related services.

If you do decide to take part, you may stop at any time, and you do not need to give a reason. To stop, send an email to our customer support team. The email is:
betterhealthrewards@customersupport.team

Who is organising and funding the research?

HeadUp Systems Ltd are conducting this study on behalf of the Department of Health and Social Care. The Behavioural Insights Team, an organisation which is separate and distinct from Government, Better Health, and the Department of Health and Social Care, and which has been appointed by HeadUp Systems Ltd, is sponsoring the study.

The Department of Health and Social Care is paying for the financial rewards, the fitness tracker, the research, and all other costs.

What will happen to information collected about me during the study?

Your data and information are confidential, except where safeguarding or public interest or vital interests of a subject in accordance with the General Data Protection Regulation (GDPR) apply. We will only ask for information that is necessary for research purposes and for the purposes of providing the app and supporting services to you. All data is stored in the UK / EEA and is not transferred outside the EEA.

Before we ask you to share any information, you will be asked if you consent to participate in the research study. If you have provided consent to participate in the research study, we will ask you to review the Better Health: Rewards Privacy Notice which sets out what data will be collected, why and how it will be used. You will be asked to confirm that you have read and understood this information and agree to proceed. You will only be asked to share your data if you have agreed to proceed.

You can withdraw your consent from the study at any time by following the instructions under “*Do I have to take part?*”. If you choose to withdraw your consent to participate in the study, please note that we may continue to process some of your data in a pseudonymised* form for analysis purposes. This would not include personal information such as your name, email address or other contact information. If you withdraw your consent, we will delete your contact information such as your name and email address and you will not be contacted by Researchers.

*Pseudonymisation is where we replace, remove or transform information that identifies an individual. This means it cannot identify an individual without the use of additional information.

Further details can be found in the Better Health Rewards: Privacy Notice, but please note:

- Data will be collected by HeadUp Systems Ltd on behalf of the Department for Health and Social Care for the purposes of research and to provide the pilot service to you. All data will be destroyed by HeadUp Systems Ltd after 6 months following the pilot end.
- Data will be shared with the Behavioural Insights Team for research purposes only. Data will be shared with the Behavioural Insights Team in a pseudonymised form for analysis, but some personal information (for example, your name and email address) will be shared with the Behavioural Insights Team to enable them to invite some participants to take part in a voluntary interview about their experience of the study. Please note, if you choose to withdraw your consent before the study has ended, your contact information will not be

passed onto BIT and you will not be invited to voluntary interviews. Data is destroyed by BIT after 6 months following the pilot end.

- Data will be published in pseudonymised or anonymised form only.
- Some personal data, such as with your name and address, will be shared with named third parties (Allegro Logistics and Power2Motivate), in order for delivery service providers and incentive partners to fulfil fitness tracker orders and incentives, as chosen by you. Data will be destroyed by third parties after 6 months following the pilot end.
- Some personal data, such as your name and email address will be shared with Freshworks for the purposes of HeadUp Systems Ltd providing you with participant support during the course of the pilot. Data will be destroyed after 6 months following the pilot end.
- Your phone number and address will be shared with UK Gov's Notify service and Address.io which are used to send your SMS messages to validate your account and to verify your eligibility to take part in the programme respectively.
- Data will be shared with the Department for Health and Social Care in pseudonymised form to inform further research and analysis. DHSC will destroy the data after 8 years.
- Pseudonymised data may be shared by the Department for Health and Social Care to the Office for National Statistics (ONS) for the purpose of securely hosting the data so that it can be accessed by accredited researchers for further research. The data is deleted if not used for a period of 2 years. If it had previously been accessed for research then it is archived for 5 years from the last date of access to enable analysis to be repeated. It is thereafter deleted. Pseudonymised data means that information shared will exclude your name and other information that directly identifies you. In some circumstances it might still be possible in principle to identify you from the data that remains (for example if there are only a small number of participants similar to you in other ways). We have strict policies around accessing and using pseudonymised data that are designed to prevent this.
- In the unlikely event we receive information suggesting a safety or safeguarding concern, relevant personal information may be shared in order to keep a child or individual at risk safe from neglect or physical, emotional or mental harm, or if it is protecting their physical, mental, or emotional well-being.
- If we suspect fraudulent activity, we may contact you to ask you about your use of the app. Personal information may also be shared with authorities where such data is necessary for the law enforcement authority to fulfil its law enforcement purposes and with The Department for Health and Social Care's Anti-Fraud team in the event of actual or reasonably suspected fraudulent behaviour.

Reporting safety incidents and safeguarding disclosure

The app cannot make an accurate assessment of a participant's clinical risk, which means it cannot identify safety incidents.

If at any stage during the research you wish to report a safety incident, contact betterhealthrewards@customersupport.team. Reporting safety incidents will inform the research study, we ask you to report any safety incidents to help us make sure the study is safe for everyone. But please note that Better Health: Rewards will not be able to provide medical advice. If you need medical advice you should contact a health professional.

Confidentiality of the reported incident may need to be broken if information is shared or observed which raises concern for a participant's safety or that of someone else.

Thank you for reading this information. Thank you also for considering taking part in this research

You can get more detailed information about this research through the links below. This includes the terms of use, and how we will use your information and protect your privacy. If you would like to complain about this study, please email betterhealthrewards@customersupport.team

<https://betterhealth.headuplabs.io/privacy/>
<https://betterhealth.headuplabs.io/terms-of-service/>

Contact Details:

HeadUp Systems Ltd: betterhealthrewards@customersupport.team

Department for Health and Social Care: healthincentives@dhsc.gov.uk

Chief Investigator: hazel.wright@bi.team

Version No. 4.2 Date 23rd June 2022

Note from the applicants: participants will be presented with this information inside the app. The way they will provide consent will look as follows:

15:28

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15:28

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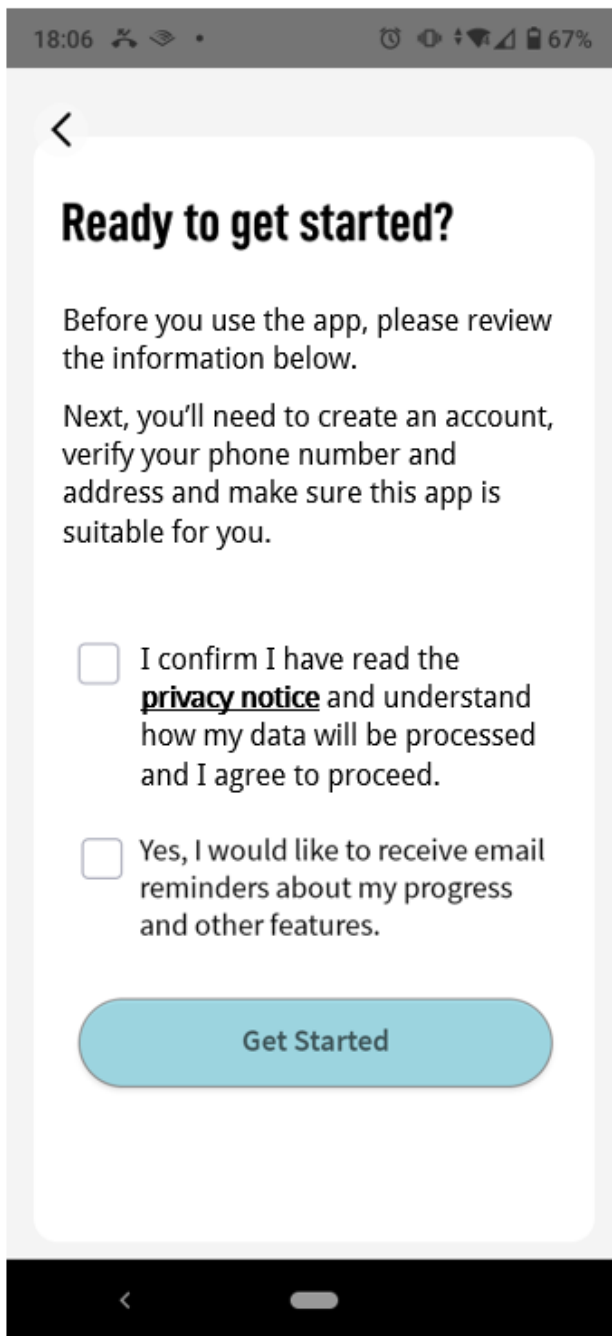
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Next

Note from the applicants: following consent to participate in the study, participants will be presented with the following privacy notice screen:



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Ready to get started?

Before you use the app, please review the information below.

Next, you'll need to create an account, verify your phone number and address and make sure this app is suitable for you.

☐ I confirm I have read the **privacy notice** and understand how my data will be processed and I agree to proceed.

☐ Yes, I would like to receive email reminders about my progress and other features.

Get Started

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