

Participant Information Sheet:

Cigarette packs and health warnings

Before you decide to take part in this study, it is essential for you to understand the reasons for undertaking this research and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. You can contact a member of the team if anything is not clear or you require information. Take time to decide whether or not you want to take part.

Purpose of the study

This study investigates how cigarette pack size affects the perception of health warnings.

Why have I been chosen?

You have been invited to participate in this study as someone who has previously indicated they smoke factory-made cigarettes.

Do I have to take part?

Taking part is entirely voluntary. If you do not wish to take part or you decide to withdraw from the study once you have started, there will be no penalty or loss to you, now or in the future.

What is involved?

The study will run for about nine weeks and is divided into three stages. During that time this is what you will be required to do:

Stage 1

Week 1

We will ask you to keep date-stamped receipts (the docket you receive from the checkout) of any cigarette packs you buy and smoke that week. We will ask you to return the receipts to the researchers at the end of the week along with a form filled in with some basic details.

Weeks 2-3

There will be a two-week break, to ensure that your packs are returned to the office and follow-up with anyone who has not sent theirs back. After this period, you will receive another study pack, which will contain information and materials for the next four weeks of the study.

Stage 2

Weeks 4-7

For four weeks, we will ask you to keep all of the empty cigarette packs you smoke each week. You may be asked to purchase cigarettes in a different pack size than you usually would for the four weeks of the study. You will be required to put a sticker (provided in your study pack) on the back of each empty cigarette pack when you finish it. These stickers need the following information: the dates you started and finished the pack; the number of cigarettes you smoked from the pack; and a rating of how useful you found the warning message on the front of the pack. At the end of each week, we will ask you to return your empty cigarette packs from that week using one of the pre-paid envelopes.

In the first week of Stage 2 we will also ask you to return receipts for cigarette packs purchased during this week, like you did in Stage 1. We will use these to reimburse you for the average additional cost for buying cigarettes in different pack sizes, if applicable.

You will receive text-message reminders 2-3 times a week for each of the four weeks to prompt you to send photos of the empty cigarette packs you have so far. These photos will help the study team check that the stickers are being filled in accurately. You will receive a text on the last day of each week to remind you to return the package.

Stage 3

Weeks 8-9

After you have completed Stage 2, we will ask you to take part in a telephone interview, which will take about 30 minutes to complete. This interview will be a discussion about your experience of taking part.

What do I have to do to participate?

If you are happy to participate in this study, please read and sign the consent form and return it to the study team.

Are there possible disadvantages and/or risks in taking part?

We see no potential disadvantages or risks in taking part in this study. You can withdraw from the study at any point.

If you are experiencing a crisis situation or issue unrelated to this project, please call one of the helplines below:

Emergency (Police, Fire, Ambulance)	000
Lifeline (Suicide prevention)	13 11 14
Kids Help Line (Counselling service for 5 to 25yo)	1800 551 800
National Sexual Assault, Domestic Violence Counselling Line	1800 737 732
Relationships Australia	1300 364 277
Directline (24hr counselling for alcohol and drug issues)	1800 888 236

What are the possible benefits of taking part?

Your participation in the study will help us to understand the effect of cigarette packaging better. If you are interested, a summary of the research will be available at the end of the study.

You will receive \$240 in the form of online vouchers in compensation for your time for completing this study and taking part in the telephone interview. These payments will be spread out over the course of the project. If you withdraw from the study part way through, you will be compensated in proportion to how much of the study you completed.

What will happen to the results of the research project?

Results will be presented at conferences and written up in journals. No information which is identifiable to you will be shared.

As part of best scientific practice, the data set from this study will be available for other researchers to use as “open data” under strict conditions of anonymity. This means the anonymised study data will be publicly available internationally and may be used for purposes not related to this study.

Will my taking part in this project be kept confidential?

All personally identifiable information collected about you during the course of the research will be stored securely by the study team at Roy Morgan Research Ltd in line with its privacy policy, which can be found here: <http://www.roymorgan.com/legal/privacy>. Personal information about you will be kept confidential.

Anonymised data will be shared with the wider study team at the University of Cambridge, the Cancer Council Victoria and the University of Bristol and stored by them for a minimum of 20 years. The anonymised study data collected for this study may be used in future research projects.

Can I withdraw from the study?

You can withdraw from the study at any point. This means you do not need to complete further activities. You will still be invited for a final telephone debrief, but you do not have to take this up. If you decide you would like to withdraw from the study, you can do this by contacting Priyanka Rajani (contact details below). If you would like to have your data removed from the study, you can request this up to two weeks after the end of your participation. We (Roy Morgan) will retain a list of participants in this study for our records, but you will not be contacted further about this study.

Who is organising and funding the research?

The University of Cambridge in the UK and the Cancer Council Victoria in Australia are leading this study. Researchers from the University of Bristol in the UK are also collaborating on this research. The Wellcome Trust, a global charitable foundation based in the UK, is funding this study.

Ethical review of the study

The project has received ethical approval from the Psychology Research Ethics Committee of the University of Cambridge and the Human Research Ethics Committee of the Cancer Council Victoria.

Contact for further information

If you have any further questions, concerns or feedback, please contact Priyanka Rajani, Project Manager on 03 9224 5394 or via email: priyanka.rajani@roymorgan.com.