



Discipline of Medicine  
School of Public Health  
Faculty of Medicine

ABN 15 211 513 464

---

**Professor Bruce Neal**  
**Senior Director, The George Institute for Global Health, Australia**  
**PO Box M201**  
**Missenden Rd, NSW 2050**  
**Australia**  
**Telephone: +61 2 9993 4520**  
**Facsimile: +61 2 9993 4501**  
**Email: [bneal@georgeinstitute.org.au](mailto:bneal@georgeinstitute.org.au)**

## **AUSTRALIAN FOOD LABEL TRIAL PARTICIPANT INFORMATION STATEMENT**

You are invited to take part in a study testing the effects of different types of food labels on the healthiness of food purchases.

This Participant Information Statement tells you about the research study. Knowing what is involved will help you decide if you want to take part in the research. Please read this information sheet carefully and ask questions about anything that you don't understand or want to know more about.

You will be able to access this Participant Information Statement before and throughout the study using the study smartphone application.

### **(1) What is this study about?**

Food labels can provide information about the healthiness of food products. In this study we are comparing labels that display nutrition information in different ways. The aim of this study is to find out which type of label is best at helping people make healthier food and drink choices. We will invite a total of 2,500 people to take part in the study. The study will be active for 6 to 12 months depending on how fast the study recruits participants. The results will be made available by early 2016. The trial will be done from start to finish through a smartphone application developed specifically for the study. If you need to contact someone you will be able to do so by email or phone.

### **(2) Who is running the study?**

This study is funded by the National Health and Medical Research Council of Australia and is led by Professor Bruce Neal, Senior Director at The George Institute for Global Health which is a part of the University of Sydney.

### **(3) What will the study involve for me?**

If you believe you meet the study eligibility criteria and decide you would like to take part in the study, you will need to complete the informed consent form (you can see a copy of this at the end of this information statement) and register for the study. This will require you providing us with your physical address and email address. These will be kept confidential and not shared with anyone outside the research team. We will also check your eligibility for the study at this stage.

## Australian Food Label Trial Participant Information Statement and Consent Form

Once you consent to participate in the study we will ask you to provide some information about yourself and your household (such as your gender, date of birth, ethnicity, education level, household income and food shopping patterns). You do not have to answer all the questions.

If you are eligible and complete the consent form and baseline questionnaire we will enrol you in the study. The first thing we will do is ask you to scan the barcodes of all purchased food and beverage items and photograph the till receipts using your smartphone for a week. If you scan foods from at least one major shop in the first week you will be eligible to enter the study. We will also ask you to keep the hard copies of all till receipts to send to us at the end of the study. This first week will give you an opportunity to become familiar with the smartphone app and decide if you want to continue. The study team will be available to discuss any potential issues with you by email or by phone.

If you complete the first week you will be able to begin the main study. Your smartphone app will be fully activated and will start displaying the type of nutrition label you have been allocated for the study whenever you scan the barcode of a food.

In the four weeks of the main study, when you go shopping, we encourage you to use the app to scan the barcodes of food products that you intend to purchase, to review the labels you see and use them to try and identify the healthiest foods to buy. The app will show you a nutrition label for the food you scanned as well as labels for other similar products to help you make healthier choices if you want to.

In the four weeks of the main study, you are also asked to scan the barcodes of all purchased food and beverage items, to photograph the till receipts using your smartphone and to keep the hard copies of the till receipts to send to us at the end of the study. We will send you a prepaid envelope to put the paper till receipts into. You will also receive messages through the app reminding you to use the app when shopping and to collect your receipts (at most, about 3 reminders per week).

At the end of the study we will collect feedback on the study and on the smartphone app (such as what you liked or disliked about the app and how often you used it). This questionnaire will take about 5-10 minutes of your time and will be completed using the app. This will be the end of the study for most people.

All information that you collect using the app will be automatically sent to us when an Internet connection is available. Once downloaded, the app does not need an Internet connection to scan products, just to send information back to us.

The app will be simple and easy to use and will include a tutorial to show you how to work it. The smartphone app will be active only for the 5 weeks you take part in the study, and will automatically stop working at the end of the study. After this time we will give you a link to a similar free smart phone app you can download and keep.

A subset of 500 people will be asked to complete a more detailed questionnaire to better evaluate user understanding of each labelling system. In addition, 50 people will be invited to take part in an in-depth individual interview to provide a more complete understanding of how each label type performed. If you are selected to take part in the more detailed survey or interview, the study team will contact you to make arrangements for the interview.

#### **(4) How much of my time will the study take?**

## Australian Food Label Trial Participant Information Statement and Consent Form

The study will last for 5 weeks. It will take you 5 to 10 minutes each time to complete the questionnaires at the start and end of the study. The amount of time you spend scanning products will depend upon how much shopping you do and how often you use the smartphone application to help you make your food choices. In general it takes just a few seconds to scan a product barcode but it may take you a while to review the label and consider which product you want to buy. Likewise the amount of time it takes you to scan the products you buy and photograph the till receipts will vary depending upon how much you buy. To give you an idea, we expect that it will take you about 5 extra minutes when you are putting shopping away at home to scan the barcodes of the foods from a supermarket shop.

If you are selected and agree to take part in the more detailed survey, it will take an additional 20 minutes of your time. If you are selected and agree to take part in the in-depth interview about the study, it will take between 30mins and one hour of your time. You do not have to agree to do these additional interviews.

### (5) Who can take part in the study?

To take part in the study, you must:

- be 18 years of age or older AND
- have a smartphone ((iPhone with iOS 7 or Android device with OS versions 4.3 or 4.4)) AND
- have Internet access on your phone (please read the “Internet access” section below for more information).
- be the main household shopper (do at least 50% of household shopping) AND
- shop at a supermarket at least once a week AND
- give informed consent to participate in the study AND
- agree to the [Terms and Conditions](#) in the app

People can join this study from anywhere in Australia. There is no need to travel for this study.

### (6) Do I have to be in the study? Can I withdraw from the study once I've started?

Participation in this research study is voluntary. So it's up to you whether you wish to take part or not. If you choose not to take part you will not be affected in any way. If you agree to take part you may withdraw at any time, without having to give a reason. Your decision whether to participate will not affect your current or future relationship with the researchers or anyone else at the University of Sydney and The George Institute for Global Health. If you decide to take part in the study and then change your mind later, you are free to withdraw at any time. You can do this by simply deleting the study app from your smartphone or by sending us an email to [FoodLabelTrial@georgeinstitute.org.au](mailto:FoodLabelTrial@georgeinstitute.org.au).

### (7) Are there any risks or costs associated with being in the study?

There are no risks anticipated with participating in this study. The food nutrition labels shown on the smartphone app have been compiled based on the ingredients list, nutritional panel information or other information on the product's packaging current at the time of data collection. Nutrition information provided in the app should be reliable but cannot be absolutely guaranteed. If you have special dietary requirements or food sensitivities, you will need to ensure that you read all the food ingredient information printed on the food packaging before consumption as you usually would.

Taking part in this study will require data being sent to and from your phone. The overall data usage will be relatively small. The app will work off-line (without Internet connection) most of the time. However, at the minimum, an Internet connection (either Wi-Fi, or 3G/4G phone data connection) will be required at the following times:

1. At the beginning of the study to download the app, complete the consent form and the baseline questionnaire
2. After you complete the first week to activate the trial
3. At the end of the study

Ideally Internet connectivity will also be available during the study to allow data to be sent in between times. While the total data usage will be small, you may wish to use a Wi-Fi connection to minimise the cost of using the app.

**(8) Are there any benefits associated with being in the study?**

There are not necessarily any specific benefits to you taking part in this study. If you participate you may find that the smartphone app helps you make healthier food choices for you and your family. The results of the study will be used to inform nutrition labelling policy in Australia which should help the Australian community as a whole to eat better. In recognition of your contribution to the project, we will provide you with a shopping voucher valued at \$100 upon your trial completion.

**(9) What will happen to information about me that is collected during the study?**

If you decide to take part in the study, your participation and any personal information collected during the study will be kept confidential. The information that can identify you is only available to immediate research team members and will not be disclosed to anyone without your permission, except if required by law. All research team members are required to keep your information confidential. Study findings may be published, but you will not be individually identifiable in these publications.

By providing your consent, you are agreeing to us collecting personal information about you for the purposes of this research study. Your information will only be used for the purposes outlined in this Participant Information Statement, unless you consent otherwise.

**(10) What if I would like further information about the study?**

If you have any queries about the study or would like further information you can call Dr Nicole Li on (02) 99934507 or email [FoodLabelTrial@georgeinstitute.org.au](mailto:FoodLabelTrial@georgeinstitute.org.au) at The George Institute for Global Health in Sydney.

**(11) Will I be told the results of the study?**

You have a right to receive feedback about the overall results of this study. You can tell us that you wish to receive feedback by selecting 'Yes' to 'I wish to receive a copy of study results' question on the study consent form or by sending us an email to [FoodLabelTrial@georgeinstitute.org.au](mailto:FoodLabelTrial@georgeinstitute.org.au). This feedback will be in the form of a one-page study summary. You will receive this feedback after the study is finished.

**(12) What if I have a complaint or any concerns about the study?**

Research involving humans in Australia is reviewed by an independent group of people called a Human Research Ethics Committee (HREC). The ethical aspects of this study have been approved by the HREC of the University of Sydney. As part of this process, we have agreed to carry out the study according to the *National Statement on Ethical Conduct in Human Research (2007)*. This statement has been developed to protect people who agree to take part in research studies.

If you are concerned about the way this study is being conducted or you wish to make a **complaint** to someone independent from the study, please contact the university using the details outlined below. Please quote the study title and protocol number.

The Manager, Ethics Administration, University of Sydney:

- **Telephone:** +61 2 8627 8176
- **Email:** [ro.humanethics@sydney.edu.au](mailto:ro.humanethics@sydney.edu.au)
- **Fax:** +61 2 8627 8177 (Facsimile)



Discipline of Medicine  
School of Public Health  
Faculty of Medicine

ABN 15 211 513 464

---

**Professor Bruce Neal**  
Senior Director, The George Institute for Global Health, Australia  
PO Box M201  
Missenden Rd, NSW 2050  
Australia  
Telephone: +61 2 9993 4520  
Facsimile: +61 2 9993 4501  
Email: [bneal@georgeinstitute.org.au](mailto:bneal@georgeinstitute.org.au)

## **AUSTRALIAN FOOD LABEL TRIAL PARTICIPANT CONSENT FORM**

I agree to take part in this research study. In giving my consent I state that:

- I understand the purpose of the study, what I will be asked to do, and any risks/benefits involved.
- I have read the Participant Information Statement and have been able to discuss my involvement in the study with the researchers if I wished to do so. The researchers have answered any questions that I had about the study and I am happy with the answers.
- I understand that being in this study is completely voluntary and I do not have to take part. My decision whether to be in the study will not affect my relationship with the researchers or anyone else at the University of Sydney and The George Institute for Global Health now or in the future.
- I understand that I can withdraw from the study at any time.
- I understand that personal information about me that is collected over the course of this project will be stored securely and will only be used for purposes that I have agreed to. I understand that information about me will only be told to others with my permission, except as required by law.
- I understand that the results of this study may be published, and that publications will not contain my name or any identifiable information about me.
- I know whom to contact if I have any questions about the study.
- I understand there may be a significant delay between data collection and publication of the results.
- I understand that I may be invited to complete a more detailed questionnaire or participate in an in-depth interview after the completion of the study.
- I understand that I may stop the interview at any time if I do not wish to continue, and that unless I indicate otherwise any recordings will then be erased and the information provided will not be included in the study. I also understand that I may refuse to answer any questions I don't wish to answer.

## Australian Food Label Trial Participant Information Statement and Consent Form

I agree to the Terms and Conditions for the use of the study application

I understand all of the above and agree to take part in the study

- I wish to receive a copy of the results (if you leave this question blank, the results will not be sent to you)

YES  NO

- I agree to be contacted by the study team if I am selected to participate in a sub-study about my experience in the study.

YES  NO