

Terms and Conditions



Dear valued member of the community,

Thanks for signing up to participate in our study!

This Plain Language Statement and Consent Form outlines the purpose and scope of our research project. Please read the following information carefully.

Purpose: This research project aims to quantify the nature and extent of unhealthy advertising (alcohol, cigarettes, junk food and gambling) that children are exposed to on their route to and from school. This will be done using SCANNER, an app that we have developed for citizens to capture images of unhealthy advertisements and contribute to a growing image library. We will apply Artificial Intelligence techniques to this image library to ultimately develop the first-ever automated system for monitoring unhealthy advertising to children. Such monitoring can inform policy changes that are urgently needed to protect children from this kind of commercial exploitation.



Your role: We are recruiting parents/carers of school-aged children. Parents/carers will be asked to collect images or videos of unhealthy advertising as they are on route to their child/ren's school/s. This will include outdoor ads on public transport, billboards, shopfronts, sports venues, etc. Some examples include:

As you collect these images, we may ask you to complete:

- two surveys (5-10 minutes each/essential) to collect background information about you and your attitudes to the app and unhealthy advertising,
- a short briefing/interview (30 mins/essential) with a researcher at the beginning of the study to discuss the useability of the app to capture unhealthy advertising,
- a focus group (1 hour/non-essential) with a researcher and other participants at the end of the study to discuss experiences with collecting advertising data for the study.

Benefits and risks: Participation in this research project will help us to advance our understanding of the extent and nature of unhealthy advertising that children are exposed to on their route to and from school. A better understanding of the exposure of unhealthy product advertising is important to inform and evaluate policies that can effectively reduce this exposure, particularly among children, in Australia and internationally.

This study will also advance the technology that is available to monitor unhealthy advertising to children. Unhealthy advertising has been recognized globally as a risk factor for unhealthy attitudes and behaviours across the life-course. Leading health bodies, including Cancer Council Victoria, the World Cancer Research Fund International, and the World Health Organization consistently recommend that governments take regulatory actions to reduce the influence of unhealthy advertising – but few governments have implemented these types of policies to date.

The benefits of participating in this project outweigh any foreseeable risks. The only foreseeable risk may be the inconvenience of using your time to take pictures of unhealthy advertisements and complete surveys, a briefing/interview and a focus group (optional).

Privacy and confidentiality: To protect your privacy and confidentiality, and that of third parties, the following apply to the images or videos that you upload to our crowdsourcing platform:

- **Identifiable features:** If you provide an image of any identifiable features (e.g. faces) that are not otherwise

publicly available, you are providing consent or have obtained consent from third parties (i.e. family, co-inhabitants, friends, colleagues, coworkers, other members of the general public) for their use. If children are featured in these images, you have obtained consent from their parent, carer or guardian. All identifiable features should be obscured by participants using the edit/brush tool on the app and will be obscured in any published research reports unless they are publicly available (i.e. faces in advertisements).

- **Settings:** Do not take images or videos in settings where photography is prohibited or inappropriate. These include, but are not limited to, some workplaces, banks, medical centers, swimming pools, bathrooms, Aboriginal and Torres Strait Islander communities, military institutions and airport security.
- **Inappropriate material:** If images or videos depict illegal or inappropriate activities, they will be removed by the research team and the relevant authorities will be notified in accordance with the law. These may include (but are not limited to) texting and driving, drinking and driving, taking illicit substances, criminal damage, sexual violence, child abuse and hate crimes.
- **Data storage and access:** All data will be securely stored on locked drives at Deakin University. Only members of the research team and collaborators who receive ethics approval and have a common vision to improve population health will have access to the image library.

Research reports and publications: All research outputs will report on findings in an aggregated form. Whilst the general public will not have access to the data you provide, advertising examples may be published. In this event, any identifiable features (e.g. faces) that are not publicly available will be obscured.

If you would like to receive research updates and findings, please provide your email at the end of this Plain Language Statement.

Project management and monitoring: The research team (which consists of highly skilled public health and IT researchers) led by A/Prof Kathryn Backholer will meet fortnightly to discuss and manage this project. Annual reports will also be submitted to the Deakin University ethics committee.

Data custodianship and copyright: Participants will reserve the right to use their images and videos as they like. However, Deakin University will be the custodians of the combined, crowdsourced image library. The researchers will hold all copyright of the research publications.

Funding: This research is funded by Cancer Council Victoria and Deakin University. The research team also receives funding from the National Heart Foundation and VicHealth. The researchers have no conflicts of interest to declare.

Withdrawing your participation: Participation in this research project is voluntary. You have the right to withdraw from the study at any stage prior to data analysis. Please contact a member of the research team (details below) if you would like to withdraw your data. Your withdrawal or non-participation will not affect your relationship with Deakin University, the researchers or funding bodies.

Complaints:

If you have any complaints about any aspect of the project, the way it is being conducted or any questions about your rights as a research participant, then you may contact:

The Human Research Ethics Office, Deakin University, 221 Burwood Highway, Burwood Victoria 3125, Telephone: 9251 7129, research-ethics@deakin.edu.au

Please quote project number [\[201X-XXX\]](#).

Contact us:

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Consent:

I have read and I understand the Plain Language Statement.

I freely agree to participate in this project according to the conditions in the Plain Language Statement.

I have access to a copy of the Plain Language Statement and Consent Form.

The researcher has agreed not to reveal my identity and personal details, including where information about this project is published, or presented in any public form.

I also confirm that:

- Where identifiable features (e.g. faces) are shared in images and videos, I provide consent or have obtained consent from featured third parties for their use and will obscure them
- My data being stored and used to inform ongoing and future research which is approved by the Deakin University ethics committee
- My data being shared with research collaborators who receive approval from the Deakin University ethics committee and are aiming to improving population health
- My email (if I choose to provide this) being used to provide research updates and invitations to participate in future research