

Information/Invitation Sheet

Project Title: Preferences for sexual health services among middle-aged and older adults in the UK: A Discrete Choice Experiment (DCE) questionnaire.

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Invitation

I would like to invite you to take part in a Discrete Choice Experiment (DCE) questionnaire about preferences for sexual health services. A DCE is a research method used to explore people's choices, values and preferences in a variety of domains, including healthcare services. In a DCE survey, participants are typically asked to select their most preferable scenario from a series of hypothetical situations comprising a variety of characteristics.

Before you decide if you want to be a part of this study, I would like to provide you with some additional information about the study. Please read the information below and ask me any question that comes to mind.

Background to this study

Sexual health is an integral part of health, well-being and quality of life. However, the majority of existing sexual health programmes, interventions and research are tailored to youth. The sexual health needs of the older population, including those with disabilities, are often neglected. Findings from the literature also suggest that healthcare professionals are less interested in this aspect of health for older people.

The long-term goal of our proposal is to improve sexual health services available for older adults, including people with disabilities, in the United Kingdom. Our study findings will identify issues and generate new knowledge on sexual health among older adults, particularly contributing to a better understanding of sexual health and well-being among older people with disabilities.

Aim of the research

The aim of this work is to determine preferences for sexual health services among diverse older adults with a DCE.

Study type and procedures

If you agree to take part in this study, you will be participating in a DCE survey. The questionnaire will be sent to you as an online survey that can be completed from an internet-connected device in approximately 15 minutes.

Risks and benefits

There will be no risk to you if you decide to take part, but it may help us understand preferences for sexual health services among older adults. If you do not wish to answer any question, it is totally fine to skip the question.

Anonymity and Confidentiality

The survey is anonymous. We will keep your response confidential, and if the research team reports your opinions or answers in journals or at conferences, we will ensure that you cannot be identified.

What will happen to the results of this study?

The study results will be published in a scientific journal so that other researchers can learn from them. Your personal information will not be included in the study report, and there is no way you can be identified from it.

Will the data be shared in future?

We will retain exclusive use for two years. To maximise the knowledge of this research, ensure that research data may be shared with future researchers. We offer controlled access to study data, and all information and responses collected during the research will be stored anonymously without a fake name, contact details, and ID so that you cannot be identified (only assigned numerical ID linked to individuals). Potential data users must register and submit their research plans and approaches.

Voluntary nature of the study

Taking part in the study is voluntary. You do not have to give a reason to refuse to take part or to stop the study. Refusing to participate will not cause anything bad to happen. We will offer £50 gift cards to up to 20 DCE participants, who will be selected randomly and entered into a drawing to appreciate your time and participation in the project.

Who is organising and funding this study?

This project is being organised by the London School of Hygiene & Tropical Medicine. [The SHOAR research team at LSHTM](#) have full responsibility for the project, including the collection, storage, and analysis of your data.

Any Further Questions

Please feel free to contact us by email (dce@shoar.co.uk) or post if you have any further questions.



Thank you for reading this information sheet and for considering to take part in this research.