

PARTICIPANT INFORMATION SHEET

Evaluation of the pilot promotional campaign for *Stand Strong, Walk Tall: Prehabilitation for a Better Future*

This project evaluates the advertising materials and strategies used in the promotional campaign for *Stand Strong, Walk Tall* (SSWT), which is a pilot programme offering a free specialist therapeutic service to adults who experience sexual interest in children in Aotearoa New Zealand.

The research will shape promotional strategies for SSWT in the future, and more broadly, it will contribute to knowledge about effective advertising for the target audience so that awareness and access to specialist therapeutic services can be improved.

You are invited to participate in this research to share your feedback and ideas on SSWT's advertising materials and promotional strategies.

Participants

You may be a client of SSWT, or you may have seen advertisements for SSWT and visited the website but not become a client (for whatever reason). Either way, you can complete the survey to share your thoughts on the SSWT promotion that you have come across (such as advertisements and the website). Your impressions and input are sought on aspects such as the design, wording, and imagery of the advertisements, and whether you think the promotional strategy is likely to reach the target audience and encourage them to reach out to SSWT.

Clients of SSWT may choose to participate in an interview with the researcher as well as doing the survey – this interview will enable us to have a more in-depth discussion about the promotional materials and strategy, and how effectively they worked to alert you to this new service and prompt you to get in touch and become a client of SSWT. In recognition of the added time and contribution that an interview involves, interviewees are offered a \$30 New World voucher as a token of appreciation.

The SSWT pilot programme aims to recruit approximately 20 clients. It is hoped that all clients will participate in this research about the advertising, however, it is entirely voluntary. SSWT clinicians will extend an invitation to each client, but they will not know whether a client has completed the survey or interview, nor have access to the survey responses or interview recordings. A client's research participation has no bearing on their involvement with the SSWT therapeutic programme.

Project Procedures

To participate in the survey (which takes approximately 20 minutes), you can access the link on the SSWT website <http://sswt.org.nz/> or go to this URL directly:

https://qualtrics.flinders.edu.au/jfe/form/SV_6Fr8RNqPG3VDOP1

The online survey is anonymous and IP addresses are not collected.

You may also opt in to an interview with the researcher. You can do this by following the link at the end of the survey to a separate form, or by contacting the researcher directly using the contact details below. The interview will take approximately 45-60 minutes. Depending on your preference and availability, it can be done online via Zoom or Skype, or in person at the safe and familiar premises of the psychology clinic at University of Auckland/University of Canterbury (or other participating clinic), at a time that suits you. The interview will focus on the pilot's advertising material and promotional strategy, and not delve into personal or irrelevant questioning. The researcher will respect your privacy, and seek to create a safe and non-judgmental environment for you to freely express your views on the advertising material and strategy.

If issues arise for you during the research that you want to discuss with a trained counsellor, you may contact one of the following 24/7 free helplines:

- Need to talk? Free phone or text 1737.
- Safe to Talk (sexual harm helpline). Text 4334 or call 0800 044 334. <https://safetotalk.nz>
- Depression helpline. Text 4202 or call 0800 111 757. <https://www.depression.org.nz>

Information Management

The researcher will not seek or store personal information about you, such as your name. You can use a pseudonym for the interview if you like. You are not required to sign a consent form to participate – for the survey, consent is implied; for the interview, consent is confirmed verbally at the beginning.

Interviews will be audio recorded and transcribed (with permission of the participant). A research assistant may be employed to assist the researcher with transcription and analysis – if so, they will only have temporary access to the data and must sign a confidentiality agreement. The only person to have ongoing access to the data (until being securely destroyed after three years) will be the researcher, who will follow Flinders University procedures to protect the data. Privacy and confidentiality will be assured at all times.

The research outcomes may be presented at conferences, written up for publication or used for other research purposes as described in this information form. However, the privacy and confidentiality of individuals will be protected at all times. You will not be named, and your individual information will not be identifiable in any research products without your explicit consent.

No data, including identifiable, non-identifiable and de-identified datasets, will be shared or used in future research projects without your explicit consent.

When the research is complete, a summary of findings will be available via the SSWT website. SSWT clients can also request a copy from their SSWT clinician. Care will be taken to ensure individual participants cannot be identified in the publications resulting from this research.

Participant's Rights

Completion of the online questionnaire implies consent. You can withdraw from participating in the online questionnaire by closing the internet browser, however, both complete and incomplete questionnaire data already provided cannot be withdrawn (as the survey is anonymous).

You are under no obligation to accept the invitation to a follow-up conversation with the researcher.

If you decide to participate in an interview, you have the right to:

- decline to answer any particular question;
- withdraw from the interview part of the study at any point up until two weeks after the interview;
- ask any questions about the study at any time during participation;
- provide information on the understanding that your name will not be used unless you give permission to the researcher;
- ask for the recorder to be turned off at any time during the interview;
- be given access to a summary of the project findings when it is concluded.

Project Contact

If you would like to participate in an interview, or have any questions about this project, please contact the researcher:

Dr Claire Henry
College of Humanities, Arts and Social Sciences
Flinders University
Tel: +61 8 8201 9066
Claire.Henry@flinders.edu.au

Ethics Committee Approval

The project has been approved by Flinders University's Human Research Ethics Committee (5985).

Queries and Concerns

Queries or concerns regarding the research can be directed to the research team. If you have any complaints or reservations about the ethical conduct of this study, you may contact the Flinders University's Research Ethics and Compliance Office team either via telephone (08) 8201 2543 or by emailing the Office via human.researchethics@flinders.edu.au.

Thank you for taking the time to read this information sheet which is yours to keep.