**Information Sheet to be given to potential participants of the pilot study**

**Measuring perceptions of the child flu vaccine – pilot study**

We would like to invite you to participate in this pilot study. You should only participate if you want to; choosing not to take part will not disadvantage you in any way. Before you decide whether you want to take part, it is important for you to understand why the research is being done and what your participation will involve.

**What is the purpose of this research?**

To help health experts communicate better with the public, researchers from King’s College London have designed a questionnaire to assess what people think about the child flu vaccine and reasons why people choose to accept, or not accept, the vaccine for their child as well as looking at how people think about the risks associated with medication side effects. This includes investigating what people think about vaccines in general, and the child flu vaccine in particular as well as looking at how people think about the risks associated with medication side effects and understanding of terms used to discuss vaccination. We are also looking to investigate how people interpret information, with relation to both themselves and their child, and with relation to natural health hazards (such as flu) and man-made health hazards (such as vaccination). Before we use the materials in our main study, we first want to check that all of the questions make sense. In this study, we would like to test out our questions on a small group of volunteers to check if any of them contain too much jargon, are ambiguous or are difficult to answer.

In other words, the purpose of this study is to help make sure that there are no problems with the study materials.

**Who can take part?**

You can take part if you are 18 or older, speak fluent English and are the parent or guardian of a child born between September 1 2008 and August 31 2013.

**What will I be asked to do?**

If you decide to take part, we will email you our draft questionnaire. We then arrange a time to call you on the phone, at a time to suit you. The questionnaire will include questions about peoples’ views of vaccinations in general and the child flu vaccine in particular as well as questions about peoples’ perception of the side-effects from the vaccine. While we are on the phone, we will ask you to read out each of our questions, give your answer to it and then to explain why you gave that answer. This will let us know whether you understand each question in the same way that we do. We will then ask you for feedback on the questionnaire to ensure that all materials are as clear as they can be.

The whole phone call will take about 25 minutes to complete. As a thank you for taking part, we will give you £20 following the study. Alternatively, if you prefer, we can donate this to the charity Save the Children.

**Are there any risks associated with participation?**

There are no known significant risks associated with this study. There is a small chance that you may find some of the content of the cognitive bias task unpleasant. However, all the content used is the type of information that people generally encounter in everyday life, for example in newspapers or on television.

You can also contact researchers if you feel upset or concerned about anything after the session. Please note you have the right to decline or withdraw from the study at any point without reason or penalty.

**Confidentiality – who will know I am taking part in the study?**

All the information that we collect will be kept strictly confidential and in accordance with the UK Data Protection Act 1998. We will not pass on any details that might identify you to the researchers at King’s College London, or to anyone else.

**What will happen to the results of the study?**

In this study we are not looking at the results of the questionnaire and cognitive task, rather we are interested in the feedback that you give us about the task materials. The results from this study will help us to amend the task materials in preparation for a larger online study. As such, the anonymous results from the feedback you give us in this survey will be shared only with the team at King’s College London and will only be used to amend task materials.

**Who has funded and approved the research?**

This work is funded by King’s College London, with additional support from the National Institute for Health Research Health Protection Research Unit in Emergency Preparedness and Response. It has been approved by King’s College London’s Psychiatry, Nursing and Midwifery Research Ethics Committee (Reference: HR-15/16-2132). The survey is being run in accordance with the Market Research Society Code of Conduct and is part of a PhD project at King’s College London.

**Do I have to take part?**

No. It is up to you to decide whether to take part or not. If you decide to take part you are free to withdraw from the survey at any time and without giving a reason.

**How can I find out about the results of the study?**

The results of the study will be published on the Emergency Preparedness and Response Health Protection Research Unit website (http://epr.hpru.nihr.ac.uk/). Alternatively, you can contact the lead researcher (Louise Smith, louise.7.smith@kcl.ac.uk) directly and she will let you know the results of the study in due course.

**Who should I contact for further information?**

If you would like more details about the survey, please contact the lead researcher at King’s College London (Louise Smith). Her details are:

Louise Smith

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Department of Psychological Medicine

Weston Education Centre, Cutcombe Road

London SE5 9RJ

Phone: +44(0)20 7848 5145

e-mail: [louise.7.smith@kcl.ac.uk](mailto:louise.7.smith@kcl.ac.uk)

For further information about the vaccination programme, please refer to the NHS Choices website at:

<http://www.nhs.uk/pages/home.aspx>

**What if I have further questions, or if something goes wrong?**

If this study has harmed you in any way or if you wish to make a complaint about the conduct of the study you can contact King's College London using the details below for further advice and information:

Dr James Rubin

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