

## **Your perspective on the sugary drinks tax**

Before you decide to take part in this study it is important to understand why the research is being done and what it will involve. If there is anything that is not clear, or if you would like more information, please contact the study team at: [SDILstudy@mrc-epid.cam.ac.uk](mailto:SDILstudy@mrc-epid.cam.ac.uk). Take time to read the information below to decide whether or not you wish to take part.

### **What is this study about?**

In the 2016 budget, the UK Chancellor of the Exchequer announced a levy on soft drinks to be introduced in April 2018. This will fall on drinks' manufacturers and will be higher for drinks with more sugar. While this levy may seem singular in its purpose, it is likely to have a wide range of effects. For example changing what drinks are available, how they are marketed, their price, public attitudes to sugary drinks and other products. Also, these effects of the levy may vary for different groups of people.

We hope to build up a complete picture of how the soft drinks tax makes a difference for health. To meet this aim, we are doing up to 30 interviews throughout the course of our full study (2018-2021) and looking for members of the public that are 18 years or older, consume soft drinks and have views on the tax to share their perspective. This research will be run from May 2018 to December 2021.

### **Why have I been asked to take part?**

As part of our project, we are looking to improve our understanding of what the impact of the proposed soft drinks industry levy (i.e. the soft drinks tax) might be on members of the public. You have an important perspective on sugar, soft drinks and the levy that is important for us to understand, and we would be grateful for your insights.

### **What is involved in the study?**

Taking part means you will be asked to participate in a telephone interview that involves sharing what you know and think about the proposed soft drinks tax. This will take about 30 minutes of your time on up to three occasions, never less than six months apart. You will be asked to provide verbal consent prior to the interview commencing and this will be audio recorded. Taking part is voluntary and a decision not to take part or to withdraw at any time will involve no penalty or loss, now or in the future. For example, whether you take part or not we are happy to provide further information about the study as it progresses; please let us know if you would like to be kept informed of this. To withdraw, simply contact our team and ask to be excluded from future communications using the contact information provided.

### **What will the study team do with the information collected?**

Audio recordings of the interviews will be sent securely to an external agency to be transcribed. The transcription team will anonymise transcripts. Data transferred between us and the transcription team will be subject to the same high standard of security and confidentiality as all our research data. Access to data will be limited to the transcriber and members of the research team. All data from the interview will be anonymised and identified only by a code. Any personal details we hold will be kept in a locked file or secure computer with access only by the immediate research team. We will store your personal data for the duration of the study to be able to provide you with feedback on our findings.

Upon completion of the study, you will be notified of the preliminary results in a briefing note. Results will be presented at conferences and written up in journals. Also, all results will be presented in relation to groups of individuals. If any quotations from individuals are used to illustrate an important finding, the data will be presented anonymously, without any means of identifying the individuals involved.

### **I'm interested, what are the next steps?**

If you are interested in contributing to this study, please contact us at the email and/or phone number below and we will:

1. Answer any questions you have
2. Ask you to provide a convenient day and time for the telephone interview where you will provide some details about your role and share your perspective

If you would like more information or have any queries about the study, please contact: [SDILstudy@mrc-epid.cam.ac.uk](mailto:SDILstudy@mrc-epid.cam.ac.uk).

### **Who is organising and funding the research?**

This work is funded by the National Institute for Health Research (NIHR), Public Health Research Programme. The research is being carried out by University of Cambridge, working with Oxford University and the London School of Hygiene and Tropical Medicine, and has been approved by the Humanities and Social Sciences Research Ethics Committee, University of Cambridge. If you have any questions, complaints or reservations about your participation in this study which you cannot resolve with the research lead ([martin.white@mrc-epid.cam.ac.uk](mailto:martin.white@mrc-epid.cam.ac.uk)), you may contact the ethic committee directly at: [cshssethics@admin.cam.ac.uk](mailto:cshssethics@admin.cam.ac.uk). Any complaints or enquiry will be treated in confidence and investigated fully.

### **Who is sponsoring the study?**

Cambridge University is the sponsor for this study based in the United Kingdom. We will be using information from you in order to undertake this study and will act as the data controller for this. Cambridge University will keep identifiable information about you for 10 years after the study has finished.

Your rights to access, change or move your information are limited, as we need to manage your information in specific ways in order for the research to be reliable and accurate. If you withdraw from the study, we will keep the information about you that we have already obtained. To safeguard your rights, we will use the minimum personally-identifiable information possible.

You can find out more about how we use your information at <https://www.medschl.cam.ac.uk/research/privacy-notice-how-we-use-your-research-data/>

**Thank you for considering contributing our study**