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Feeding the future study (FEED)

CUREC Approval Reference:

The aim of this study is to describe contemporary plant-based diets (e.g. flexitarian, vegetarian, and vegan) and diets containing meat and fish in British adults and to examine the motivations and characteristics of the adults consuming these diets.

Why have I been invited?

You have been invited to participate because you are aged 16 years or older, living in the UK, and have internet access.

Do I have to take part?

No. Please note that participation is voluntary. We have also included a 'Prefer not to say' option for each set of questions. If you do decide to take part you may withdraw at any point for any reason, simply by closing the browser, by not submitting, or by contacting the principal researcher (details below) and asking to withdraw your submission. You may also ask any questions before deciding to take part by contacting the principal researcher.

The Principal Researcher is Keren Papier, who is employed with the Nuffield Department of Population Health at the University of Oxford. This project is being conducted in collaboration with the Wellcome Trust "Our Planet Our Health" programme "Livestock, Environment and People (LEAP)" and the World Health Organization.

What is involved?

If you give your consent to take part, we will ask you to complete an online survey about your diet, your socio-demographic characteristics, and the motivations for your eating habits. The questionnaire takes about 20 minutes to complete. No background knowledge is required. Only the research team at the Nuffield Department of Population Health, at the University of Oxford will have access to your personal data, and the findings reported in all publications arising from your data will be presented in aggregated format so that you and other participants cannot be identified.

How will my data be used?

The data we will collect that could potentially identify you will be your email (optional), age, gender, ethnicity, and the first four digits of your post code. Your IP address will not be stored.

The results will be published in scientific journals and presented at research meetings. Anonymised data may be shared through secure mechanisms with other researchers in the interest of open and transparent science. The identifiable information that you provide us with will be stored on a secure server within the Nuffield Department of Population Health and will only be accessed by individuals

within the research team for the purpose of this research. All research data and records will be stored securely on the Nuffield Department of Population Health, University of Oxford servers for up to 10 years and then deleted.

Who will have access to my data?

The University of Oxford is the data controller with respect to your personal data and, as such, will determine how your personal data is used in the study. The University will process your personal data for the purpose of the research outlined above. Research is a task that we perform in the public interest. Further information about your rights with respect to your personal data is available from <https://compliance.admin.ox.ac.uk/individual-rights>.

The data you provide will be used by the research team. Responsible members of the University of Oxford may be given access to data for monitoring and/or audit of the study to ensure that the research is complying with applicable regulations.

We would also like your permission to use the data in future studies, and to share anonymized data with students and other researchers (e.g. in online databases). All of your identifying information will be removed from the data before it is shared with students or other researchers or results are made public.

Who has reviewed this study?

This project has been reviewed by, and received ethics clearance through, a subcommittee of the University of Oxford Central University Research Ethics Committee [reference number].

Who do I contact if I have a concern or I wish to complain?

If you have a concern about any aspect of this study, please speak to Dr Keren Papier (email Keren.Papier@ndph.ox.ac.uk) or Professor Tim Key (Tim.Key@ndph.ox.ac.uk), and we will do our best to answer your query. We will acknowledge your concern within 10 working days and give you an indication of how it will be dealt with. If you remain unhappy or wish to make a formal complaint, please contact the Chair of the Medical Sciences Interdivisional Research Ethics Committee at the University of Oxford: Email: ethics@medsci.ox.ac.uk; Address: Research Services, University of Oxford, Boundary Brook House, Churchill Drive, Headington, Oxford OX3 7GB.