

# A study of the factors that children see as important when they cross the road



March 2019

Dear Parent,

As part of my MSc in Ergonomics I am conducting a study to understand the factors that children view as important when crossing a road. There is very little information on how they make the decisions and what they believe is important. Each year numerous children die or are seriously injured while crossing the road. In 2013, there were 15,756 reported child casualties of all severities in the UK (that is almost 45 a day). Most of these took place while crossing the road as children were going to and from school. However, by participating in this research your child will be contributing to our understanding of this, and potentially help us to improve interventions to support their safety.

The research will take place on **Wednesday the 3<sup>rd</sup> of April from 9am to 11am** in the format of two focus groups. The aim is to encourage students to talk about their own experiences, views and thoughts about crossing the road and will be audio taped to help with data collection. A sample of students have been randomly selected to take part in the discussion, but we need you and your child's consent in order to participate. As an incentive one child in each focus group will be randomly chosen to receive a £5 Amazon voucher.

The way that the data will be collected, analysed and reported means that any participants will not be identifiable. This is done by giving each student a unique ID code when transcribing the tapes and notes. All personal information will be kept securely and destroyed in line with the data protection policy of the University of Derby (please see the back of this letter). Participants and/or their parents/guardians can request to withdraw from the study at any time up to two weeks after the focus group took place. This can be done by the parent/guardian emailing me at [l.verwey1@unimail.derby.ac.uk](mailto:l.verwey1@unimail.derby.ac.uk). If you have any questions or concerns you can also contact my supervisor, Dr Victoria Filingeri, Academic Lead in Ergonomics, at [v.filingeri@unimail.derby.ac.uk](mailto:v.filingeri@unimail.derby.ac.uk) or phone her on 01332 592481.

Consent has already been given by Oakfield Academy for the study to take place on their premises. If you are happy for your child to participate in this research, please complete the slip by the **Friday the 29<sup>th</sup> of March** and return it to Mr McGrath.

Thank you very much.

Yours sincerely,

**Leanne Verwey**  
**MSc in Ergonomics student, University of Derby**



### **What will happen to my data?**

Researchers will be collecting data from your participation in this study as described in the information sheet and consent form. This is the legal basis on which we are collecting your data and while this allows us to use your data, it also means we have obligations towards you to:

- **not seek more information from you than what is essential and necessary for the study;**
- **make sure that you are not identified by the data by anonymising it using ID codes;**
- **make sure that you are not identified by the data in publications/presentations;**
- **use your anonymised data only for the purposes of this study and for any relevant publications that arise from it;**
- **store data safely in password-protected databases to which only the named researchers have access;**
- **not keep your information for longer than is necessary (usually for seven years);**
- **safely destroy your data by shredding or permanently deleting them.**

The University of Derby will act as the Data Controller for this study. This means that the University is responsible for looking after your information and using it properly. Researchers on the project with access to the data are highly qualified and experienced and have been very careful to ensure the security of your data. The study was approved for its ethical standards by The University of Derby Online Learning Research Ethics Committee. However, in the unlikely event that you feel you need to make a complaint regarding the use of your information, you can contact the Data Protection Officer at the University of Derby: James Eaglesfield (01332) 591762 or the Information Commissioners Office 0303 123 1113.

Further information about the project can be obtained from Leanne Verwey on

[l.verwey1@unimail.derby.ac.uk](mailto:l.verwey1@unimail.derby.ac.uk) or Dr Victoria Filingeri, Academic Lead in Ergonomics, at

[v.filingeri@unimail.derby.ac.uk](mailto:v.filingeri@unimail.derby.ac.uk) on 01332 592481 at The University of Derby, Kedleston Road, Derby DE22 1GB.

# Crossing the road – Oakfield Academy

Please return to Mr McGrath by **Friday the 29<sup>th</sup> of March 2019.**

Please tick if relevant:

## **PARENTAL PERMISSION:**

- On most days my child walks to school unsupervised by an adult

## **Please tick if you consent to the following:**

- I am happy for my child to participate in the research study and their responses to be audio taped
- I have read the section '*What will happen to my data?*' and I'm happy with the way that the data will be used and stored
- I am happy with the measures taken to ensure the confidentiality and anonymity of the information collected.

Parent name: \_\_\_\_\_ Parent's signature \_\_\_\_\_

Emergency contact number: \_\_\_\_\_ Date: \_\_\_\_\_

## **PUPIL PERMISSION:**

- I have read the letter and am happy to be a part of a group that will discuss our experiences and thoughts about crossing roads when walking to and from school.

Student's name: \_\_\_\_\_ Class: \_\_\_\_\_

Student's Signature: \_\_\_\_\_

**PLEASE RETURN TO MR MCGRATH BY FRIDAY 29<sup>TH</sup> MARCH 2019.**