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**GETTING AN EARLY START TO ASPIRATIONS: UNDERSTANDING HOW TO PROMOTE  
HIGHER EDUCATION IN EARLY CHILDHOOD (LEAD MY LEARNING)**

**PARTICIPANT INFORMATION STATEMENT**

**(1) What is this study about?**

You are invited to take part in a research study about the Lead My Learning social marketing campaign; a research project that seeks to promote knowledge about educational futures in early childhood. For families without experience of higher education it can be difficult to know how to encourage young children's aspiration for educational futures. Children from low socio-economic status (LSES) backgrounds are, for a range of reasons, far less likely to attend university.

Many of these children are 'smart enough' to attend university, but there are barriers to attending, including knowledge about education or believing it is possible. These young children need opportunities to build on their aspirations for education. The problem is not simply one of raising aspirations; children and families from LSES backgrounds have aspirations. The problem is that university can be an alien place when higher education is not a part of a family's world. Starting when children are young could mean that they and their parents/ caregivers/families and early childhood educators start to assume how educational futures are possible and there are opportunities for them (and their families) for further education such as university.

You have been invited to participate in this study because we are consulting with parents/caregivers and family members who care for young children so that we can design a social marketing strategy for education promotion in early childhood. This is often used in the health, for example, 'sun-safe', 'stop smoking', or to 'wear seatbelts'. This will be the first time this is used in early childhood to promote education. This Participant Information Statement tells you about the research study. Knowing what is involved will help you decide if you want to take part in the research. Please read this sheet carefully and ask questions about anything that you don't understand or want to know more about.

Participation in this research study is voluntary.

By giving your consent to take part in this study you are telling us that you:

- ✓ Understand what you have read.
- ✓ Agree to take part in the research study as outlined below.

- ✓ Agree to the use of your personal information as described.

You will be given a copy of this Participant Information Statement to keep.

**(2) Who is running the study?**

The study is being carried out by the following researchers:

- Professor Valerie Harwood, Professor of Sociology and Anthropology of Education
- Nyssa Murray, Project Manager
- Tara-Lee Farrell, Research Assistant

This study is being funded by the Australian Research Council.

**(3) What will the study involve for me?**

We will be holding focus groups interviews with parents, caregivers or family members in your community. The interviews can be held at your childcare or in the local community centre here in town. The interviews will last about an hour at the most.

Typical questions in the interviews are about your recognition and your use, influence or impact of the Lead My Learning social marketing campaign. For example – “Have you seen the Lead My Learning campaign? What do you think about it? Do you think the Lead My Learning message can be or is useful/helpful for parents to utilise in their everyday activities?”

To help to remember what we talk about we'd like to record the interview (with an audio recorder, an iphone). This gets typed up to be read later. We will keep the information safely stored at The University of Sydney. What you tell us in this research is confidential. This means we won't use your name when we write information. We won't say anything that could tell who you are. We are going to write about what we learn in places such as articles, books and present it at research meetings. We will always keep information about you confidential.

**(4) How much of my time will the study take?**

The interviews will last about an hour at the most.

**(5) Who can take part in the study?**

Parents, caregivers and family members caring for young children can take part in the study.

**(6) Do I have to be in the study? Can I withdraw from the study once I've started?**

Being in this study is completely voluntary and you do not have to take part. Your decision whether to participate will not affect your current or future relationship with the researchers or anyone else at The University of Sydney or with my childcare centre now or in the future. If you decide to take part in the study and then change your mind later, you are free to withdraw at any time. You can do this by telling me or the childcare centre staff.

If you take part in a focus group, you are free to stop participating at any stage or to refuse to answer any of the questions. However, it will not be possible to withdraw your individual comments from our records once the group has started, as it is a group discussion.

If you decide to withdraw from the study, we will not collect any more information from you. Please let us know at the time when you withdraw what you would like us to do with the information we have collected about you up to that point. If you wish your information will be removed from our study records and will not be included in the study results, up to the point that we have analysed and published the results.

**(7) Are there any risks or costs associated with being in the study?**

Aside from giving up your time, we do not expect that there will be any risks or costs associated with taking part in this study.

**(8) Are there any benefits associated with being in the study?**

As a small thank you for your participation we would like to offer you a children's book.

**(9) What will happen to information about me that is collected during the study?**

The study will involve discussing if there is any impact by the direct experience of the "Lead My Learning" social marketing campaign. Based on this information we'll have a better understanding if a social marketing campaign impact parent's beliefs and behaviours regarding their role in leading their children's learning and education aspirations. Other information that will be collected and used in this study is about the children you care for (ages, gender) and your relationship to the children in your care (eg. Parent, caregiver, grandparents, auntie, uncle).

Audio recordings taken during this study will be used for analysis and publications purposes only. All data will be de-identified and results will be used in articles, books, and conference presentations. Electronic copies of recordings will typed up later and both copies stored safely at The University of Sydney during and after the study for up to five years, after which time it will be destroyed.

By providing your consent, you are agreeing to us collecting personal information about you for the purposes of this research study. Your information will only be used for the purposes outlined in this Participant Information Statement, unless you consent otherwise.

Your information will be stored securely and your identity/information will be kept strictly confidential, except as required by law. Study findings may be published, but you will not be individually identifiable in these publications.

**(10) Can I tell other people about the study?**

Yes, you are welcome to tell other people about the study.

**(11) What if I would like further information about the study?**

When you have read this information, Professor Valerie Harwood and Nyssa Murray will be available to discuss it with you further and answer any questions you may have. If you would like to know more at any stage during the study, please feel free to contact;  
Professor Valerie Harwood (02) 8627 6576 [valerie.harwood@sydney.edu.au](mailto:valerie.harwood@sydney.edu.au)  
Nyssa Murray (02) 8627 6471 [nyssa.murray@sydney.edu.au](mailto:nyssa.murray@sydney.edu.au)

**(12) Will I be told the results of the study?**

You have a right to receive feedback about the overall results of this study. You can tell us that you wish to receive feedback by ticking the relevant box on the consent form. This feedback will be in the form of a one page summary of the overall results of this study. You will receive this feedback after the study is finished.

**(13) What if I have a complaint or any concerns about the study?**

Research involving humans in Australia is reviewed by an independent group of people called a Human Research Ethics Committee (HREC). The ethical aspects of this study have been approved by the HREC of the University of Sydney [*INSERT protocol number once approval is obtained*]. As part of this process, we have agreed to carry out the study according to the *National Statement on Ethical Conduct in Human Research (2007)*. This statement has been developed to protect people who agree to take part in research studies.

If you are concerned about the way this study is being conducted or you wish to make a complaint to someone independent from the study, please contact the university using the details outlined below. Please quote the study title and protocol number.

The Manager, Ethics Administration, University of Sydney:

- **Telephone:** +61 2 8627 8176
- **Email:** [human.ethics@sydney.edu.au](mailto:human.ethics@sydney.edu.au)
- **Fax:** +61 2 8627 8177 (Facsimile)

*This information sheet is for you to keep*