

Hello and kia ora,

You are invited to participate in our research study described below. This study is being conducted by Lynette McLeod and Don Hine from the University of Canterbury | Te Whare Wānanga o Waitaha as part of an evaluation project funded by Zoos & Aquarium Association (ZAA) Australasia.

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

This research aims to better understand the effectiveness of the Safe Cat Safe Wildlife (SCSW) campaign. We are interested in finding out about the challenges you face looking after your cat and keeping it safe and healthy. The information from this study will help to improve the content and support offered by the SCSW campaign.

**Why have you received this invitation?**

You are invited to participate in this research because you are a subscriber to the SCSW cat community. You must be 18 years and older to participate.

Your participation is voluntary (your choice). If you decide not to participate, there are no consequences. Your decision will not affect your relationship with the SCSW cat community, ZAA, us or the University of Canterbury.

**What is involved in participating?**

If you choose to take part in this research, please complete the online survey that follows this information page. Completing the survey should take around 15 minutes. The questions will not be of a sensitive nature, rather they are general and will enable us to understand your experiences about owning a cat.

Our research will involve three surveys over a 12-month period. You are not obliged to complete all three surveys.

**Are there any potential benefits from taking part in this research?**

We do not expect any direct benefits to you personally from completing this survey. However, the information gathered will potentially benefit the ongoing content and support that is offered by the SCSW campaign.

**Are there any potential risks involved in this research?**

It is unlikely that this research will raise any personal or upsetting issues but if it does you may wish to contact Lifeline Australia on 13 11 14 or Lifeline Aotearoa on 0800 54 33 54.

**What if you change your mind during or after the study?**

You are free to withdraw from this survey at any time. To do this, simply close your browser window or the application (App) the survey is presented on. Any information you have entered up to that point will be deleted from the data set. As this is an anonymous survey it will not be possible to withdraw your information after you have completed the survey.

You are free to withdraw from the study at any time. You are not obliged to complete all three surveys.

**What will happen to the information you provide?**

All data will be anonymous and we will not be able to identify you or link your identity with any responses you provide. All data will be stored on the University of Canterbury's computer network in password-protected files.

All data will be destroyed ten years after completion of the study. Lynette McLeod will be responsible for making sure that only members of the research team use your data for the purposes mentioned in this information sheet.

**Will the results of the study be published?**

Results will be incorporated in a report to ZAA and may also be published in peer-reviewed, academic journals and presented during conferences or seminars to wider professional and academic communities. You will not be identifiable in any publication. A summary of the research will be published on the ZAA website.

**Who can I contact if I have any questions or concerns?** If you have any questions about the research, please contact Lynette McLeod on [lynette.mcleod@canterbury.ac.nz](mailto:lynette.mcleod@canterbury.ac.nz)

This study has been reviewed and approved by the University of Canterbury Human Research Ethics Committee (HREC). If you have concerns or complaints about this research, please contact the Chair of the HREC at [human-ethics@canterbury.ac.nz](mailto:human-ethics@canterbury.ac.nz).

**What happens next?**

If you would like a PDF version of this information sheet, please email Lynette at the email address above.

Please read the following statement of consent and start the survey below.

**Statement of consent**

I have read the study information and understand what is involved in participating. By completing the survey and submitting my responses, I consent to participate.