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**Title: Creating media content for an interactive AHP educator career framework website.**

**PARTICIPANT INFORMATION**

This project is commissioned by NHS England Workforce Training and Education (WTE) SouthEast and therefore will own the Intellectual property rights.

This is a project being conducted at Canterbury Christ Church University (CCCU) by:

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* Kat Kynes, Producer, [Hyperfine Media](http://www.hyperfinemedia.co.uk), kat@hyperfinemedia.co.uk

**Background**

You have previously indicated your interest in the [AHP Educator Career Framework.](https://www.councilofdeans.org.uk/ahp-framework/)  We held a collaborative event with University of Winchester, University of Southampton on 21st March 2024 to consider how to Bring the framework alive. There were many ideas and suggestions including to make the website and framework more interactive, relatable, and accessible. Therefore, we are hoping that individual stories of Allied Health Professional colleagues might help to shape the website and we are inviting you to share your experience to provide short vignette for this.

**What will you be required to do?**

If you agree to participate, you will be interviewed online by one of the project team. The interview will invite you to share your experiences of how you have used the AHP Educator career framework to demonstrate your past achievements as well as plan for future learning and growth. If you are in a leadership role, the interview will also ask how you have used it to support others. There are no direct benefits of being involved, however by taking part you may have better awareness of the AHP educator career framework. The only risk is that depending on the format that you share your experience, you may be identified.

**To participate in this project you must:**

Read this information sheet, ask any questions of the project team that you don’t understand, complete the consent form and then participate in the interview, and review any content about you that will be uploaded on the website. After that there will be no further requirements.

**Procedures**

You will be asked to take part in the interview as described above. The date and time of the interview will be negotiated with you to establish the most appropriate date/time and will take between 20-30 minutes. The interview will be video recorded using Microsoft Teams and stored in a university password protected files on the universities IT network that will also be shared with Hyperfine Media who are producing the resource. After the audio /video files have been converted into version suitable for the platform, other files will be destroyed. The interactive AHP educator career framework will be on an open access internet website, so will be able to be accessed by anyone through a web browser search function.

**Feedback**

We will communicate with you about how the stories you provide will be shared on the online platform and agree what will and will not be included. You will be able to watch the contribution to make sure that you are happy with it, and we will then discuss what we think we may use as final content (editing) and this rough plan will be agreed with you. If you would like to we can arrange for you to see the final version of your video.

**Confidentiality and Data Protection**

We will agree with you what categories of personal data (as defined by the [General Data Protection Regulation](https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/) (GDPR)) you would be comfortable to share. For example, this could include your professional role, level of experience (as per the AHP educator career framework).

You will have a choice in how your data will be used in the online platform. This could be either as:

* an edited video clip from your interview,
* an edited audio clip from your interview and a photograph of you,
* summary text (of your interview) and a photograph of you,
* summary text (of your interview) and an animation. This option could also be anonymised.

Personal data will be used where necessary to contextualise the AHP educator career framework in the online platform. We will only use your data in the ways you state you are comfortable with. Data can only be accessed by, or shared with the project team. We will not share raw data with any third parties/organisation(s).

The identified period for the retention of personal data for this project is three months. After this time, personal data will be deleted and only anonymised data will be kept.

If you would like to obtain further information related to how your personal data is processed for this project please contact John Hammondonjohn.hammond@canterbury.ac.uk.

You may read further information on how we will use and store your personal data and your rights at the following link: Research Privacy Notice - <https://www.canterbury.ac.uk/university-solicitors-office/data-protection/privacy-notices/privacy-notices.aspx>

NHS England will own the intellectual property rights and therefore will have the absolute right and permission to copyright and use data provided by you and in the format that you stipulate. Therefore you waive all rights to copyright, performing fees etc. Data of you may be used permanently but may be updated in the future.

**Dissemination of results**

The interactive online AHP Educator Framework will be launched during 2024 via a webinar / event in collaboration with NHSE WTE SouthEast. This will be further promoted in other forum such as professional conferences, network meetings etc.

**Process for withdrawing consent to participate**

You are free to withdraw your consent to participate in this project without having to give a reason. To do this you can notify the project team at any stage either verbally or by sending an email. However, if your data has been anonymised and is part of the interactive website, it may not be possible to clearly attribute to you personally, so it may not be possible to withdraw. Nevertheless, in either situation we will respond to your request and inform you of what we have done.

**Any questions?**

Please contact Professor John Hammondon01277 921 854 or john.hammond@canterbury.ac.uk in the School of Allied Health and Public Health Professions, North Holmes Road, Canterbury, Kent, CT1 1QU.