

# Tips by Text

## Information for Parents/Guardians

Dear parent/guardian,

Ingleby Mill Primary School is taking part in a project called 'Tips by Text'. As part of the project, parents/guardians of children in reception year will receive 3 text messages per week with tips and ideas for activities to improve their child's **language, literacy, numeracy and socio-emotional skills**.

In this project, we will test the effectiveness of the text messages using a randomised controlled trial (RCT). All this means is that some parents/guardians will receive text messages and some won't. Who gets the text messages will be decided at random. Using random selection is the best way to see if a programme has made a difference to pupil outcomes.

The project is a collaboration between the Education Endowment Foundation (EEF), the Behavioural Insights Team (BIT), the National Institute of Economic and Social Research (NIESR), the Institute for Employment Studies (IES) and the University of Oxford (i.e. the Research Team).

### What is involved?

- Text messages will be sent to those randomly selected to receive them in November 2019 and they will run until July 2020. If you are not randomly selected to receive the text messages, you may still be included in some of the research activities below
- Your child may be asked to complete a short literacy assessment, carried out by trained researchers, in September-October 2019 and June-July 2020. The assessment is designed to be fun and engaging, and we expect that your child will enjoy taking part
- Your child's teacher may be asked to complete a questionnaire about your child's social development
- You will be asked to complete a short survey in June-July 2020 and you may be asked to participate in interviews or focus groups

### What will happen to your data?

- In order to run the programme and evaluate its impact, [School Name] will share data on you and your child with the Research Team
- We take your and your child's data security very seriously and will be working closely with Ingleby Mill Primary School to ensure that data is handled appropriately and securely
- Data will be shared and processed in accordance with GDPR and the Data Protection Act 2018
- For the purpose of research, the data provided by schools along with the data from the assessments will be linked with pupil information from the National Pupil Database (NPD), and shared with the Department for Education, the EEF's archive manager and, in an anonymized

form, with the Office for National Statistics and potentially other research teams. Further matching to NPD and other administrative data may take place during subsequent research

- If you have any questions about Ingleby Mill Primary School sharing data with the Research Team, please contact Mrs Outhwaite
- A final report is expected to be published in Summer 2021. No individual pupil, parent or school will be identifiable in this report - all details will be fully anonymised
- Please read the Privacy Notice for full details. This can be accessed by going to <https://tipsbytext.wixsite.com/info> and clicking on the 'Privacy Notice' page.

### **Would you like to participate?**

You are under no obligation to take part if you do not want to. If you do not want you or your child to participate in the project, please return the form below.

You can text 'STOP' in response to any text message you receive as part of this project and you will no longer receive the text messages. However, you and your child would remain part of the study. To withdraw completely from the study, at any time, please email [tipsbytext@bi.team](mailto:tipsbytext@bi.team)

If you would like any further information about the project, you can call the Tips by Text hotline on +44 20 3626 9664 or email [tipsbytext@bi.team](mailto:tipsbytext@bi.team)

If you DO NOT want to take part, or you DO NOT want your child to take part, please tick the box below, sign and return the attached form to Ingleby Mill Primary School by Friday 20<sup>th</sup> September

**If you are happy for your child to participate, you do not need to do anything but please keep this form for your information.**



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I confirm that I DO NOT want to participate in this project.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Name of your child: \_\_\_\_\_

School: Ingleby Mill Primary School

Date: \_\_\_\_\_