



**Volunteers needed for study**  
**If you are eligible you will receive**  
**\$25**

**We are recruiting people from Lethbridge, aged 18 and older, to participate in a focus group about bicycling**

***We are recruiting people who do not ride a bicycle, or who do not ride a bicycle often***

Volunteers will participate in a single focus group session on:

**March 15<sup>th</sup>, 2017**

**6:00 - 8:00 pm (2 hours)**

The objective of the focus group is to better understand public opinions about bicycling.

This study is being conducted by the **Traffic Injury Research Foundation (TIRF)**, a non-profit charitable organization in Ottawa, Ontario and the **Spatial Pattern Analysis and Research Lab** at the University of Victoria (SPARlab), with funding from the Public Health Agency of Canada.

In consideration of the privacy protection of participants, the focus groups are confidential, and data that are collected will be used only by the research team for the purposes of this study.

If you are eligible to participate you will:

- Be asked to complete a consent form that explains the purpose and process of the study, as well as your rights and privacy protection;
- Participate in a two hour focus group discussion (refreshments will be provided); and,
- Receive \$25 upon completion of the focus group as compensation for your time.

If interested, please contact **Jennifer Hall** or **Heather Woods** at **1-613-238-5235**, toll free at **1-877-238-5235**, or by email at **jenniferh@tirf.ca** or **heatherw@tirf.ca**

