

Family Food Experience Study

Help us understand children's eating habits

NatCen Social Research is inviting you to express an interest in taking part in the Family Food Experience study that we are conducting on behalf of City, University of London.

What are we looking for?

We are looking for families with primary school aged children (aged 4–11 years old) to take part in this study to help us understand family food environments and children's eating habits. We would like one adult in your household to complete an interview and we will also take the height and weight measurements of one primary school aged child in your household.

What happens if I am selected to take part?

If you register your interest and are selected to take part, you will receive a letter in the post in the next few months. An interviewer from NatCen Social Research will then contact you to arrange a convenient time for you to complete the interview. You can choose whether they visit you at home or call you to complete the interview over the phone.

This visit or call will last approximately 60–80 minutes during which the interviewer will ask you some questions about your family environment, your child's eating habits and their preferred foods. The interviewer will also measure, or ask you to measure, the height and weight of your primary school aged child.

We are working in line with the Government guidance to minimise the risk of COVID-19 transmission and ensure that we keep you and our interviewers safe.

Why should I take part?

By taking part, you will help Local Authorities, policy makers and charities understand how and what the younger generation are eating and provide vital information to help create a healthier nation. This information will be used by the Government and Local Authorities to improve our health.

Who is carrying out the survey?

City, University of London has asked NatCen Social Research to carry out the survey, with funding from the National Institute for Health Research (NIHR). NatCen is Britain's largest independent social research agency. To find out more you can visit natcen.ac.uk.

Do I get anything for taking part?

As a thank you for taking part, when you complete the interview (including your child's measurements being taken) you will receive a **£30 shopping voucher** that can be used in a wide range of high-street and online shops.



How can I register?

To register your interest in this study please visit survey.natcen.ac.uk/FFE21

If you prefer, you can also call on Freephone **0800 652 4568**.

When you register, we ask that you please provide:

- the name of the school your child(ren) attends
- your name
- your address, telephone number, email address
- the sex, age and ethnicity of the primary school aged children in your household.

For more information please visit www.natcen.ac.uk/familyfood. We hope you are willing to take part in this vital research and thank you for your time.