

# 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 how and what children are eating. We would like one adult in your household to complete an interview.

## Do I get anything for taking part?

As a thank you for taking part, you will receive a **£30 Love2Shop voucher** which can be spent at many online and high street shops. At the end of the study we will also give you some top tips about children's eating.

## 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 about 60 minutes during which the interviewer will ask you some questions about your family life, your child's eating habits and their food likes and dislikes.

**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 us understand how and what children are eating and provide important information to help create a healthier nation. This information will be used by the Government and local authorities to improve the health of children.

## What if English is not my first or preferred language?

We really want to hear from you even if English is not your first or preferred language. If you would like to take part, but need some help with the interview, a friend or family member can translate the interview for you whilst the interviewer is there.

## 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](http://natcen.ac.uk).



## How can I register?

**To register your interest in this study please visit** [survey.natcen.ac.uk/FFE21](http://survey.natcen.ac.uk/FFE21)

by 31st December 2021. 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](http://www.natcen.ac.uk/familyfood). We hope you are willing to take part in this vital research and thank you for your time.