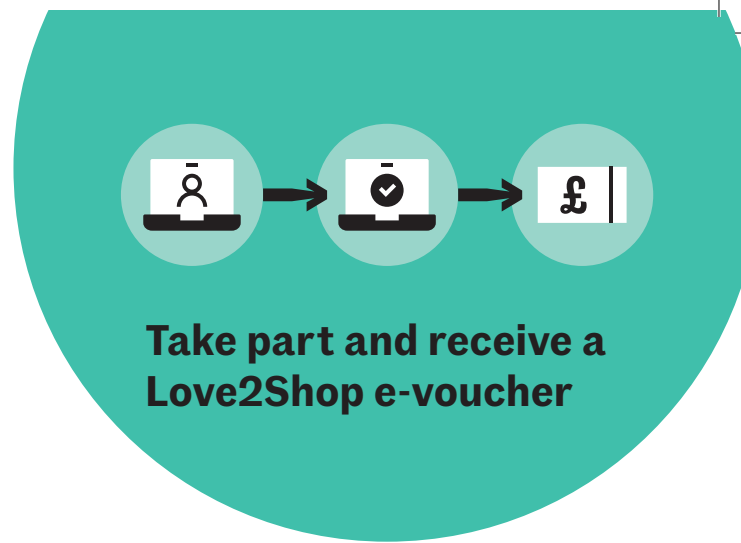




Department
of Health &
Social Care

The Resident
<ADDRESS1>
<ADDRESS2>
<ADDRESS3>
<ADDRESS4>
<ADDRESS5>
<POSTCODE>



Take part and receive a
Love2Shop e-voucher

Your reference:
P17562/<SampleType><Serial><ChkI>
<LetterDate>

Help us understand the nation's eating habits and receive a voucher

Dear Resident(s),

Your household has been selected to take part in the **National Diet and Nutrition Survey** – we hope we can count on your help. Since the survey started in 2008, thousands of people have taken part and helped us to understand the nation's eating habits.

We are asking up to two adults (aged 19 or older) and one young person (aged 1 to 18) in your household to complete an online questionnaire.

The questionnaire asks about what you eat and drink and will take around 45 minutes to complete. The findings from the survey are used to help create a healthier nation and keep our food safe.

For more information about the survey please see the back of this letter.

Thank you for your time and we hope you enjoy taking part in this important survey.

Dr Tazeem Bhatia
Chief Nutritionist
Department of Health
and Social Care

Beverley Bates
Research Director
National Centre
for Social Research

> Take part online

Go to <SurveyURL> or scan this QR code:

<QRcode>

For each person taking part, enter one of these unique access codes:

- Adult 1 (aged 19 or older)
<AccessCodeP1>
- Adult 2 (aged 19 or older)
<AccessCodeP1>
- Young person (aged 1 to 18, helped by a parent if needed)
<AccessCodeP3>

> Or take part by phone

If you cannot take part online, please call us for free on **0800 652 4572** to arrange to do the survey by phone at a time that works for you.

> And receive a voucher

After completing the questionnaire you will receive a **£10 Love2Shop voucher** as a thank you for taking part. You can also receive personalised dietary feedback and up to **£40 more** for completing other parts of the survey.

Frequently asked questions

> How did you choose my address?

Your address was chosen at random from a list of all addresses in the UK, kept by the Post Office. Your address cannot be swapped for any other address, so your response is really important to us and helps paint a picture of our society's diet and nutrition.

> Who is carrying out the survey?

The Department of Health and Social Care (DHSC) and the Food Standards Agency (FSA) have asked the National Centre for Social Research (NatCen) and the Medical Research Council (MRC) Epidemiology Unit at the University of Cambridge to carry out this research. NatCen is Britain's leading centre for independent social research. It carries out numerous health studies and is a registered charity. To find out more, please visit www.gov.uk/find-charity-information and search using Charity No. 1091768. The MRC Epidemiology Unit is a leading research unit working in the area of diet, nutrition and physical activity.

> Why should I take part?

You don't have to take part but with your help we can learn about a wider range of people to get a truer picture of the eating habits and health status of people living in the UK. By joining the thousands of people who have already taken part, you will help strengthen our understanding of the nation's diet and nutrition and will help government improve public health and protect food safety.

> What does taking part involve?

For a £10 voucher:

- Answer online questions about your eating habits, including recording what you ate or drank yesterday – this will take about 45 minutes.

Further vouchers totalling up to £40 are offered to:

- Record what you ate and drank on three further days – each will take around 20 minutes to complete.
- Provide a urine sample and post it back to us (if aged 4 years or older).
- (If selected) provide a blood sample, taken in your home by a qualified biomedical fieldworker.

Taking part is voluntary and you can agree to do some parts of the survey and not others if you wish. You can also withdraw from the survey at any time without giving a reason.

> What will happen to any information I give?

We will treat your information in the strictest confidence under current data protection legislation. The survey findings will be anonymised and nothing we publish will identify you. The findings will help to inform official statistics on diet and nutrition. You can read the survey's privacy notice here: natcen.ac.uk/NDNS-privacy-notice. Your personal data will only be shared with the organisations running the survey, that is the NatCen and MRC research teams.

> When will I receive my e-voucher?

Please allow up to a week for your e-voucher(s) to arrive. We will send your voucher via email. E-vouchers can be spent at a large range of UK stores and attractions. Visit www.love2shop.co.uk/where-to-spend for more information.

> Where can I find out more?

If you have questions please contact NatCen
Email: NDNS@natcen.ac.uk
Telephone: 0800 652 4572
Visit: natcen.ac.uk/NDNS

