



## Take part in the Children of the 2020s study on Eating Habits

Dear {name},

We are writing to ask for your help with a special Children of the 2020s 'add on' survey which is all about children's eating habits. Last year you very kindly took part in Children of the 2020s and agreed that we could contact you about the study in future. The Eating Habits survey has been set up by the Department for Education in close partnership with the Department for Health and Social Care. It aims to understand more about how children are eating to help us know how best to provide support around diet and nutrition in the future. It is led by University College London (UCL), and Ipsos, the independent research organisation, is helping collect the data.

We would like you to complete a 20-minute online survey about your child's or children's eating habits now that they are around 16-18 months old. **As a thank you, we will send you a £5 e-voucher by email.**

### It's easy to take part



1. Go to [ipsos.uk/eatinghabits](https://ipsos.uk/eatinghabits) on your smartphone, tablet or computer
2. Enter your password {x} and complete the survey
3. Receive a £5 e-voucher by email as a thank you

### Why take part?

Your views matter. This survey will help the Department for Education and the Department for Health and Social Care understand children's development and eating habits, so that families can be better supported in the early years.

**Thank you for your help with this important survey.** More information can be found overleaf.

Yours sincerely,

Professor Pasco Fearon  
Study Director, UCL

Frances Forsyth  
Project Manager, Department for Education

## What is the Children of the 2020s Eating Habits survey?

Children of the 2020s is a national study of around 8,500 children born in England at the start of the 2020s. By following children and their families over time, the study aims to understand how their experiences and circumstances affect early development. In 2022, we surveyed families when children were around 9 to 12 months' old and we will be surveying them again at different times as their child(ren) grow up. This survey on eating habits is an add-on to the main Children of the 2020s study, and will be crucial for helping government understand how it can improve diet and nutrition support for families in England like yours.

## Who is running this study?

The Department for Education (DfE) – who is working with the Department for Health and Social Care (DHSC) – has asked University College London (UCL) to lead this survey. UCL, one of the world's leading universities, is in charge of the project as a whole and the independent research organisation, Ipsos, is collecting the data. Further information about Ipsos can be found at: [www.ipsos.com/en-uk](http://www.ipsos.com/en-uk).

## Why have I been chosen?

You very kindly volunteered to take part in the Children of the 2020s study when your child was around 9 to 12 months old and agreed to be invited to take part in future Children of the 2020s surveys. Any information you give us will be protected by law, treated as confidential, and used for research purposes only.

## When should I complete it by?

Please aim to complete the online survey within two weeks of receiving this invitation. After this, you may receive some email or text message communications from us reminding you to complete your survey. Note that you do not need to complete it in one go, you will be able to return to where you left it.

## How do I get my voucher and where can I use it?

Once you have completed the survey, you will be asked for your email address. An email will then be sent to you within two weeks with a link to a website where you can choose a £5 e-voucher from a range of retailers. For more details on where you can spend the voucher please go to [children2020s.select-your-reward.co.uk/yourchoices](http://children2020s.select-your-reward.co.uk/yourchoices).

## Your privacy

The information you give us will be held securely and will be treated in strict confidence in accordance with the Data Protection Act 2018 and UK General Data Protection Regulation. Data from the Children of the 2020s Study will be anonymised and made available securely by DfE to suitably qualified researchers conducting legitimate research on children's development in the public interest. Personal data identifying you or your child will never be given to these researchers. This information will be used solely for research purposes. We can assure you that any information you provide during this research will NOT be used for marketing, nor will we sell or pass on your contact details to any third party. For more information, please visit <https://children2020s.ipsos.com/privacy/>

## Do I have to take part?

Your participation is entirely voluntary, and you can withdraw at any time. You can choose not to do this survey and still be part of the main Children of the 2020s study. If you wish to withdraw from Children of the 2020s altogether, please let us know using the contact information below. If you withdraw, any data already collected will continue to be used unless you explicitly request we delete it.

## Who has approved this research?

UCL's Research Ethics Committee, an independent group of people to protect your safety, rights, wellbeing and dignity. To make a complaint please email: [ethics@ucl.ac.uk](mailto:ethics@ucl.ac.uk), or write to: Office of the Vice-Provost (Research), University College London, 2 Taviton Street, London, WC1H 0BT, reference number 23805/001.

## Any questions?

If you would like to find out more about the study, please visit: [children2020s.ipsos.com](http://children2020s.ipsos.com). You can also contact Ipsos at [children2020s@ipsos.com](mailto:children2020s@ipsos.com) or on Freephone 0800 056 8184. When contacting us please include your reference number which is at the top of the first page of this letter.