



Dear parent,

Over the summer the University of East Anglia (UEA) is carrying out research on parent's views about the importance of different risks, such as road accidents. As part of this research we are looking for parents of children under 16 to complete a survey.

As a token of our thanks we will pay you £5 for your time. In addition to this we will make a donation of £5 to a children's charity on your behalf

Donations will be given to your choice of the following charities:

- Magic Breakfast. This is a small charity providing kids from deprived backgrounds in the UK with breakfast food as well as food education. Amazingly, school dinners are the only hot meal a quarter of children get in the UK. Children who are hungry (or eat under-nutritious foods) have difficulty concentrating, therefore do not learn as effectively, and consequently have fewer opportunities available to them when they become adults. Without adequate nutrition and food education in childhood, many kids will perpetuate this cycle when they too become parents. Magic Breakfast aims to break this cycle by providing breakfasts as well as school based training to inform children about nutrition and healthy eating. <http://www.magicbreakfast.co.uk/html/about.html>
- SOS Children's Villages. This is the World's largest orphan's charity and is based in Cambridge. Regardless of race, culture or religion, they aim to support some of the world's neediest children including AIDS orphans, street children and victims of natural disasters, such as the South Asian tsunami and Kashmir earthquake. <http://www.soschildrensvillages.org.uk/>
- We have also been collaborating with Morley Memorial Primary School to raise money for their school fund.

The survey takes about 45 minutes to complete (usually less). As it has to be done face-to-face the survey would be done at a time that is convenient to you usually in your home.

I would like to reassure you that this research is for academic purposes only and is not in any way connected to any commercial venture. Your answers will of course be treated in complete confidence and used solely as part of this research.

If you think you would be willing to participate in the survey please contact [Katie Bolt](#) (PhD researcher at UEA).

**[k.bolt@uea.ac.uk](mailto:k.bolt@uea.ac.uk) or 0785-9934-259.**