

TITLE NAME SURNAME

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Your interviewer will be:



Ref: P10456.04/IndSer/ChkLet  
Point: PointW8

## We'll be calling again soon

Dear TITLE NAME SURNAME,

Thank you for being part of ELSA – 50+ Health and Life, a groundbreaking study about the health and lives of people aged 50 and over in England.

The time you've given us so far has been really valuable and we're writing now to ask for your help with the current stage.



### What's next?

Your interviewer will telephone or visit you in person to invite you to take part and, if you agree, arrange a convenient time to do the interview.



### Why you are so important to us

Without the ongoing commitment of people like you, ELSA could not continue. Last time we asked, 8 out of 10 people in the study agreed to continue taking part. We really appreciate the time you give to ELSA.



### Thank you

As a thank you for taking part, we will give you a £20 gift card, which you can use at a range of high street shops.

We hope you enjoy speaking to one of our interviewers again.

Yours sincerely,

**Paul Bradshaw**  
Head of Longitudinal Research  
NatCen Social Research

**Professor Andrew Steptoe**  
Director, Institute of Epidemiology  
and Health Care  
University College London

**When will the interview be?**

We realise that you may be busy, so we'll organise the interview at a time that suits you. Your interviewer will telephone or call at your home to arrange an appointment.

**What will the interview be about?**

We'd like to ask you some general questions about your health and living standards, as well as asking you to do some simple problem solving exercises. Some of you will also be invited to take part in a nurse visit which your interviewer will tell you more about.

**How will I know the interviewer is from NatCen?**

Your interviewer will be carrying a NatCen Social Research ID card, showing his/her photograph. Your interviewer's name is printed at the top of this letter.

**How are the ELSA results used?**

The results are used by government, charities, academics and other influential people, when thinking about planning services which affect people aged 50 and over. So, that's things like work, pensions and healthcare which could affect you and your family.

**Who has reviewed the study?**

ELSA is assessed by an independent group of people called a research ethics committee to protect your interests. This study has been reviewed and approved by Berkshire Research Ethics Committee.

**Where can I find out more?**

If you'd like to know more, see the enclosed leaflet, call us free on **0800 652 4574** or visit our website **[www.natcen.ac.uk/elsa50plus](http://www.natcen.ac.uk/elsa50plus)**. Your interviewer will be happy to answer any questions you may have.

**Where can I spend my £20 gift card?**

You can spend your gift card at a range of high street shops, including Marks & Spencer, Argos, Debenhams and Boots.