

From Name: AARP  
From Address: [aarp@news.aarp.org](mailto:aarp@news.aarp.org)  
Subject Line: TBD

Dear ~~first\_name~~,

Last week you should have received a letter via U.S. mail from AARP and the National Institutes of Health asking you to join an important new health study. The letter described this study about diet, daily activities and health that will be taking place in Pittsburgh. It is known as the *interactive* Diet and Activity Tracking in AARP (iDATA).

The study involves up to four clinic visits and the completion of on-line questionnaires and collection of other information every month at home over a one-year period. You will be compensated with **\$450** for your time and effort through the year. The research clinic is located conveniently on XXX Street in XXX-area of Pittsburgh. Transportation can be arranged if you need it.

We will only contact you by phone to discuss more about the study if you contact us first. In order to learn more, with no obligation, you can contact study staff by –

calling toll-free to 1-800-XXX-XXXX

OR

linking to the study website at [www.studywebsite.com](http://www.studywebsite.com)

OR

contacting us by email at [studymail@iDATA.com](mailto:studymail@iDATA.com)

**We need AARP members like you to participate in this.** If you participate, your responses will be used only for study purposes and will be kept private under the Privacy Act.

~~first\_name~~, your input is vital. We need your help to forge a new way of conducting health research. Thank you for your consideration.

Sincerely,

A. Barry Rand  
Chief Executive Officer  
AARP

Heather Bowles, PhD  
Co-Project Director  
iDATA

Yikyung Park, PhD  
Co-Project Director  
iDATA



**Privacy Statement**

We are committed to protecting your privacy. See our [privacy policy](#) for additional information.  
[Will link to AARP's privacy policy at <http://www.aarp.org/about-aarp/info-05-2010/privacypolicy.html>