



Natisha Royston
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Hurst, Michigan 30546

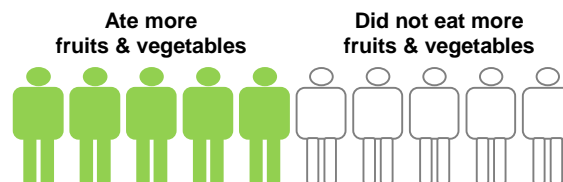
Dear Natisha,

Thanks for being in the MENU Choices online program. Enclosed is \$20 for filling out the first online survey. You can earn up to \$75 more if you fill out the remaining 3 surveys over the next year.

Why is it important that everyone fills out their remaining 3 surveys?

If everyone fills out their surveys—

—including people who ate more fruits and vegetables over the year **and** people who did not eat more fruits and vegetables—we'd get **a true picture** about the program.



Here, the true picture would tell us that the program was helpful for half the people—and that we need to improve the program for the other half in the future.

But if **only** the people who ate more fruits & vegetables fill out their surveys—



—the program would look more successful than it really was. That might seem like a good thing. But we'd rather get **a true picture** about the program—**even if we learn** that the program wasn't helpful for some people.

Remember!

No matter how many fruits and vegetables you eat over the next year, please fill out the remaining 3 surveys and receive your \$75! We really want to know if the MENU Choices program helps people or not.

Sincerely,

A handwritten signature in brown ink that reads "Gwen Alexander".

Gwen Alexander, PhD
Quality Health System

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