

Welcome to the first ever edition of Baby Steps, a newsletter for participants and supporters of the Baby Milk Study. The purpose of the Baby Milk Study is to learn more about baby feeding and how it affects growth and development in the first year of life. We want to improve the quality of support and guidance that is routinely offered to new parents who feed their babies some formula milk.

Study recruits 100th volunteer!

In our first newsletter we are celebrating reaching the milestone of 100 families recruited to take part in the study.



We would like to express our gratitude to all the midwives, nurses, health visitors, general practitioners and community workers who have helped us to launch this important research study by displaying our posters, distributing our information leaflets and talking to their patients, friends and colleagues about Baby Milk.

Most of all we would like to thank you, our volunteer families, for all the time and effort that you have given to this research. Since the study started you have completed approximately **2945 pages of questionnaires** and diet diaries and provided us



with more than **181 hours of audio-recordings**.



This will help us to answer important questions about feeding and growth during the first days and weeks of life. Thank you!

Fact! By the time they are six weeks old, the majority of babies are receiving some formula milk.



A few of Baby Milk Study team in March 2012 with our first participant, Harry Hartsfield and his parents at their 12-month visit.

Our little family is growing!

Since receiving a grant from the prestigious **National Prevention Research Initiative (NPRI)**, we have been expanding our research team. We have taken on new staff in the study office and are in the process of appointing a new facilitator, research assistant and research associate to work on the study.

For more about NPRI, visit www.mrc.ac.uk/Ourresearch/ResearchInitiatives/NPRI

We want to keep you updated with all the exciting news from the Baby Milk Study.

Please remember to let us know if your contact details change. If you would like to receive the next newsletter **electronically**, please email us: babymilkstudy@mrc-epid.cam.ac.uk

Focus on... one participant's experience



"George and I joined the Baby Milk study before he was even born..."

I knew from my experience with my first son, that I would be doing some bottle feeding, no matter what the outcome of my breast-feeding attempts. So I figured that anything I could do to help with improvements in bottle feeding advice would be good.

As a second time mum I was far calmer and enjoyed the whole new baby experience a lot more, but there is one thing all new mums like... and that is to have an opportunity to talk about their new addition to anyone that is prepared to listen! So being part of the study was brilliant, not only did it give me a chance to have a good old natter about how George was doing but it also gave me another set of people to ask advice off. Everyone at the Baby Milk study has been very welcoming and I am very glad I joined."

- Jenny Simms

Thank you for recruiting!

A huge thank you to all staff who have helped recruit study participants. Our top three surgeries have recruited 20% of all participants between them. Well done, and please keep up the good work!

- ★ George Clare Surgery, Chatteris
- ★ North Brink Surgery, Wisbech
- ★ Sawston Surgery, South Cambridgeshire

Other organisations that have helped us:

- ★ The Primary Care Research Network
- ★ The West Anglia Comprehensive Local Research Network
- ★ Cambridgeshire Community Services
- ★ Rosie Hospital, Cambridge
- ★ Queen Elizabeth Hospital, Kings Lynn
- ★ St Mary's Surgery, Ely
- ★ Trinity Surgery, Wisbech
- ★ Nuffield Road Surgery, Cambridge
- ★ Cornford House Surgery, Cambridge
- ★ Papworth Surgery, North Cambridgeshire

When preparing feeds, always add the powder to water at a temperature of at least 70°C to kill any bugs.

Would your friends or family be interested in taking part? Please tell them about us!



And all the midwives, health visitors, childcare and community workers and other healthcare staff who have taken time out of their busy schedules to support recruitment to the study - thank you! We hope to expand our recruitment area to cover **Huntingdon** and **Hinchingbrooke Hospital** soon so keep an eye out for our posters and leaflets there.

Contact us

Freephone: 0800 756 0878

Text the office: 07786 701314

Email: babymilkstudy@mrc-epid.cam.ac.uk

We would like to hear about your experiences and thoughts.

Perhaps you'd even like to contribute to future issues of **Baby Steps!**

www.mrc-epid.cam.ac.uk/Research/Studies/BabyMilk/

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