

# Baby Steps

The latest news from the Baby Milk Study

Issue 3 Summer 2014

Baby Milk Study PROGRAMME for Healthy Growth and Nutrition



We are pleased to present our third edition of Baby Steps, updating you on our news and progress over the past year. The Baby Milk Study is now in its 4th year, and we are getting ever closer to being able to answer important questions about baby feeding and how it can affect growth and development in the first year of life. We hope to improve the quality of support and guidance routinely offered to all new parents feeding formula-milk.

500!

We have been delighted to meet 500 lovely families so far on the study, thank you to all those who have taken the time to be part of the study, we are really grateful for your help. **200 to go!** We plan to recruit a total of 700 families, which means only 200 more to go!



## Feedback...

We have been looking at feedback from our participants, and here's what they've had to say ...

230 parents have responded to our evaluation questionnaire. Below are the average ratings given out of 10; 1 = lowest score and 10 = highest score

- How useful was it to participate in the programme: **8.5**
- How useful were the face-to-face discussions: **9**
- How satisfied were you with the programme: **9**
- Would you recommend other mothers take part: **9**

*"Helpful hints and reassurance"*

*"I found it very useful to take part and to have extra advice and support on bottle feeding and weaning"*

*"My only advice would be to try and advertise it a bit better so more people are aware of it"*

*"Really thought the telephone & one-one discussions helpful"*

*"It's not only me who enjoyed taking part, my family did as well"*

*"I think the programme was excellent and really helped me as a first time mum"*

## New additions

Meeting all the families on the study is one of the best parts of our job. It's always sad that we don't get to see you after your last visit, so it has been a real pleasure to see families coming back onto the study with their next baby, and even the baby after that!! It's great to know you've enjoyed the study so much you want to see us again too!



'Baby Milk' brothers: Thomas and Harrison

## SPREAD THE WORD!

If you know anyone giving some formula milk, with a baby less than 12 weeks old, please pass on our details, we would love to hear from them!



0800 756 0878

# NEWS FROM THE TEAM

It's been a busy year for the Baby Milk team, and we have loved every minute! In 2013 alone, our nurses have **spoken to mums** on the study more than **1000 times**. Since the study began we have seen babies for **weights and measures 1305 times!**

Exciting news is that we are expanding recruitment into parts of **Hertfordshire** (shaded purple on the map below). We're really grateful to Hertfordshire Community NHS Trust for all their support in helping us do this.

We have also opened a clinic at **Brightfields Childrens Centre**, in Facet (nr Peterborough), which means we can see families in the area more easily, so thank you to Brightfields for all their support.



Baby Milk recruitment sites

## Big thanks

Thanks to our GP practices, with a particular mention to our top recruiting practices, **George Clare Surgery, Monkfield Medical Practice, Sawston Medical Practice and Stanground Surgery**. As well as a big thank you to all our volunteers, we would also like to say a massive thank you to all the organisations and individuals, including health visitors, childcare and community workers that help us spread the word and help recruit new families onto the study:

- Acorn Surgery
- Cathedral Medical Centre
- Cedar House Surgery
- Charles Hicks Centre
- Cherry Hinton Medical Centre
- Cornerstone Practice
- Cornford House Surgery
- Eaton Socon Health Centre
- George Clare Surgery
- Linton Health Centre
- Monkfield Medical Practice
- North Brink Medical Practice
- Nuffield Road Medical Centre
- Papworth Surgery
- Priory Fields Surgery
- Sawston Medical Practice
- The Spinney Surgery
- Staploe Medical Centre
- Stangound and New Queen Street Surgeries
- St Mary's Surgery
- Yaxley Group Practice
- York Street Medical Practice
- Clinical Research Network - Primary Care
- Cambridgeshire Community Services
- Hertfordshire Community NHS Trust
- Rosie Hospital, Cambridge
- Hinchingsbrooke Hospital, Huntingdon
- Queen Elizabeth Hospital, Kings Lynn
- The Riverside Practice
- Stourview Medical Centre

## Baby Milk Interview Study

PhD student Tina Lloyd will be contacting some families on the Baby Milk Study after their 6 month visit to invite them to take part in an interview study. She will be exploring parent's experiences of taking part in the Baby Milk study, to find out how families felt about being part of the study and what we can learn from their experiences.

## DON'T LOSE TOUCH!

We want to keep you updated with all the news and findings of the Baby Milk Study, so if you move or change your contact details don't forget to let us know!

### Contact us

Freephone: **0800 756 0878**

Text: **07786701314**

Email: **[babymilkstudy@mrc-epid.cam.ac.uk](mailto:babymilkstudy@mrc-epid.cam.ac.uk)**

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