



What do you need to do today?

1. Speak to a study recruiter at your WIC office today.
2. Answer a few questions to find out if you qualify.
3. Receive **\$50** if you qualify and join the study.

Pregnant? New Baby? Joined WIC today?

You are invited to participate in an important national study!

What happens **AFTER** you join the study?

- We will telephone you every few months up to your baby's 2nd birthday and ask questions about you, your family and what you feed your baby
- We will give you \$20 each time you complete a telephone interview. You can receive up to **\$220** during this study

Can't talk to us today?

We will call you. You can also call us toll-free at [TOLL-FREE NUMBER]

See the back of this flyer for more information

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is 0584-XXXX. The time required to complete this information collection is estimated to average 0.5 minutes per response (included in screener App.E), including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

QUESTIONS? PLEASE CALL [TOLL-FREE NUMBER]

What is The Feeding My Baby Study All About?

Feeding My Baby is an important US Department of Agriculture (USDA), Food and Nutrition Service (FNS) Study. The primary goal of the study is to find out the choices WIC families make in feeding their children. If you qualify, you will be a part of a select group of just 55 women in your area asked to join.

Can anyone join the Study?

You must be invited to participate. Pregnant women and women whose babies are less than 2.5 months old who enroll in WIC during a certain period qualify. Since you have received this study flyer, your WIC site feels you may qualify. The first step is to answer a few questions.

If I qualify, how many interviews will I need to complete?

If you qualify, the computer will assign you to a group. We will request your contact information so that we can call you to complete telephone interviews. You will receive a prepaid MasterCard with **\$50** by mail within two weeks after you join the study. Depending on the group you are in, we will call you between 4 to 11 times over a 2-year period after your baby is born. You will receive **\$20** for each telephone interview you complete. You can get up to \$220 for participating in this study.

What will the telephone interviews ask about?

The interviews will ask you about your background, your household, your experiences in WIC, your health and your child's health. We will also ask about the choices you make about how and what to feed your baby, your beliefs and advice you've gotten about feeding babies and toddlers, and your family's and child's behavior and habits. Each interview will take about 30 minutes.

Do I have to join the Feeding My Baby Study?

Taking part in this study is completely voluntary. If you decide to take part in the study and then change your mind, you can stop at any time. Stopping taking part in the study will not affect any WIC services or other benefits you otherwise get. If you leave WIC, you can still continue to be a part of the study.

Who Should I Call if I Have Questions?

If you have questions about the study itself and what we are doing, a member of our study team can help you. For those questions, please contact [TOLL-FREE NUMBER].