

Appendix F5: Study Brochure

What would I be asked to do?

If you decide to take part in the study, someone from our research team will call you while you're pregnant. We'll ask you to answer some questions about yourself and your thoughts about breastfeeding. This phone call will last about 15-20 minutes. Afterwards, we will send you a money order for \$20.

We'll also give you a toll-free number and ask you to call and let us know when your baby is born. If you call within 2 weeks of your baby's birth, we'll send you a \$5 giftcard to a store near you like Target or Wal-Mart.

About 2-3 months after you have your baby, we'll call you again to ask about your experiences with your peer counselor and about how you are feeding your baby. This phone call will last about 15 minutes. Afterwards, we'll send you another \$20 in the mail.

How is my privacy protected?

We keep your personal information private. We do not use your name in any report, and we do not tell anyone information that is directly about you. Instead, we combine information from all women in the study

together in summary form and for statistical purposes.

Who is doing the study?

We are researchers at a company called Abt Associates Inc. Along with our partners at Abt SRBI, we are doing this study on behalf of the Food and Nutrition Service (FNS) at the U.S. Department of Agriculture. We are a global leader in research studies like this one. We have over 40 years of experience working with women, infants, children, and health care providers. We are dedicated to doing research that helps improve the lives of people in communities throughout the U.S. and the world. To learn more about us, visit our website:

www.abtassociates.com

For more information, contact the Study Director at:

[study email]

[study toll-free]

Learn More About the **WIC Peer Counseling Study**



<http://www.nwgapublichealth.org/programs/wic/index.htm>



Abt

Abt Associates Inc.

Your local WIC office is taking part in a national study of WIC's Peer Counseling Program.

This study is taking place in your local WIC office and in several other WIC offices across the country. About 1,800 women are being invited to volunteer for the study.

Are you . . .

- *18 years of age or older?*
- *Pregnant with your first child?*
- *Certified to receive WIC benefits?*
- *Interested in peer counseling about breastfeeding?*

You might be interested in this study.

What is this study about?

The purpose of the study is to find out how well different peer counseling programs can help new mothers breastfeed their babies. When a pregnant woman or new mother gets WIC benefits, she may want to talk to a peer counselor about breastfeeding and how she will feed her baby.

Peer Counselors are ordinary women from your community who help other women

learn about breastfeeding. They are not doctors or nurses – they are mothers who breastfed their own children. WIC offices hire these women and give them special training to help other women learn about breastfeeding.



There are different ways that Peer Counselors can do their jobs. In some WIC offices, peer counselors mainly talk to women by phone. In other places, peer counselors may visit new mothers in the hospital. This study will help WIC agencies know if one way that Peer Counselors do their jobs is better than other ways to help women who want to breastfeed.

Do I have to be in the study to get peer counseling about breastfeeding?

No. Participation is voluntary. You can talk to a WIC peer counselor whether or not you decide to be in the study. If you decide not to be in the study, you will also still get all of the WIC benefits you are eligible to receive.

How does the study work?

If you participate in the study we will choose at random which of 2 peer counseling programs you will receive. (Choosing at random is like flipping a coin.) In Program A your peer counselor will contact you when you're in the hospital after you deliver your baby. She will meet with you in-person within the first week after you give birth. In Program B, your peer counselor will not contact you in the hospital, but you can call her if you want to. She will contact you within the first month after you give birth, or you can call her anytime you want to. Until we finish the study, we will not know if one program is better than the other for helping new mother breastfeed, or if the two programs are equally good at helping new mothers.