

**Appendix GG**  
**Webinar Presentation – Overview of Study**



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# Study Webinar: Welcome!

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# The Feeding My Baby Team

- Westat



- UCLA



- Altarum



- UC Berkeley Center for Weight and Health



The USDA Food and Nutrition Service (FNS) is conducting this study through a contract with Westat.



# Webinar Agenda

- Study purpose and goals
- Study overview
- Role of State Agencies and sites
- Participant recruitment and interview processes
- Next steps
- State/local Institutional Review Board needs
- Questions from State Agencies and sites

# Why conduct this study?

Jay Hirschman, FNS

- Almost 20 years since the first WIC infant feeding study; many things have changed
- Other more recent studies do not have large numbers of WIC infants and children

# What are the research objectives?

Jay Hirschman, FNS

- Update results of previous WIC infant feeding study
- Compare new findings with previous WIC study and other studies of infant and toddler feeding practices
- Assess the effectiveness of different education and breastfeeding promotion approaches in achieving recommendations for infant/toddler feeding
- Assess conditions of overfeeding and overconsumption
- Identify nutrition education influences on infant and toddler feeding practices
- Assess the impact of the WIC food packages on outcomes
- Determine changes in feeding practices and behaviors as infants transition to toddlers and into or out of WIC

# How will the findings be used?

Jay Hirschman and Debbie Whitford, FNS

- Understand how WIC impacts feeding practices and behaviors of infants and toddlers
- Provide insight on the factors and influences that impact feeding practices
- Inform the nation about the important role WIC plays in early childhood nutrition

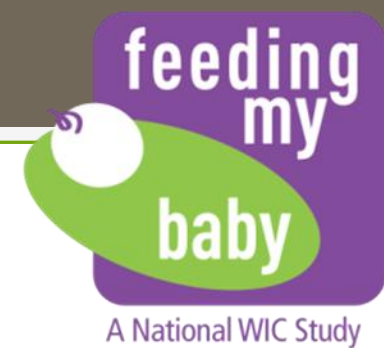
# How will the study be conducted?

Susie McNutt, Westat and Gail Harrison, UCLA

- Select and recruit 80 sites for study
- Interview staff in State Agencies and sites to learn about policies and practices
- Recruit WIC participants for study
- Interview participants at several points in time over 24 months
- Analyze data and present findings

# How will State Agencies be included?

Linnea Sallack, Altarum Institute



- Already helped with site selection – thanks!
- Notify sites and assist in planning study logistics at the sites
- Take part in an interview
- Assist with problem solving during study period
- Provide WIC administrative data for participants in the study: weight, length, food package type
- Help with State's Institutional Review Board approval, if needed



# How will local sites be included?

Linnea Sallack, Altarum Institute

- Assist with recruiting participants:
  - Accommodate study recruiters in sites
  - Identify eligible mothers and infants
  - Provide counts of eligible mothers and infants enrolled in WIC during recruitment period
- Take part in an onsite visit and interview about local agency/site policies and practices
- Ask site staff to respond to a survey

# How will local sites be included?

Linnea Sallack, Altarum Institute

- If asked:
  - Assist with follow-up on participants in the study by providing contact information
  - Provide WIC administrative data for participants in the study: weight, length, food package types

# Which participants are eligible?

Susie McNutt, Westat

- Prenatal women at time of enrollment/certification for current pregnancy
- Infants no more than 2.5 months old whose mothers did not receive WIC during the pregnancy
- Participants will be assigned to either a core or supplemental study group

# How will participants be recruited?

Crystal MacAllum, Westat

- Recruitment logistics
  - Site staff identify eligible participants with a short referral form and provide participants with a study flyer
  - Onsite recruiter/helper explains study to participant
  - Participants are screened and, if eligible and agreeable, enrolled in study

# How will participants be recruited?

Crystal MacAllum, Westat

- 3 recruitment models:
  - Westat recruiter
  - Westat helper
  - WIC staff
- Looking for local staff as recruiters and helpers so referrals welcome
- Will need some on-site space to do screening and enrollment

# How will participants be recruited?

Crystal MacAllum, Westat

- Recruitment “window” for each site will be based on number of eligible study participants enrolled/month and days/month the site is open for enrollments
  - Length of window will be 1-13 weeks
  - Goal is to screen 98 women per site but recruitment will end when window ends regardless of number screened/enrolled

# What will participants be asked to do?

Crystal MacAllum, Westat

- Agree to be interviewed either 4 or 11 times over a 24 month period
  - Interviews will be conducted by phone
  - They will last about 30 minutes
  - Participants will receive interview appointment reminders in advance of each interview
- Keep study team informed of contact information
- Consent to have birth record and weight and length measurements shared or to have baby weighed and measured

# What incentives will be provided to participants?

Crystal MacAllum, Westat

- At enrollment - \$50
- For each completed interview – \$20





# How will the study team stay in contact with participants?

Crystal MacAllum, Westat

- Obtain a variety of contact information: address, phone numbers, email address, contact info for family/friends
- Provide toll-free number for participants to call to update contact info or ask questions
- Study liaisons will make periodic contacts to remind participants of interview appointments and update contact info
- Provide study cell phones for those who do not have telephones

What are your questions so far?



# What are the next steps?

Linnea Sallack, Altarum

- Call(s) with State Agencies and sites
  - Facilitated by Altarum contact
  - Discussion of study logistics
  - Q and A
- Request agreement to participate
- Calls between study team, State Agencies and sites
  - Consider participant recruitment options
  - Determine recruitment window
  - Address Institutional Review Board approval
  - More Q and A

# How can you keep informed about the study?

- View information at <http://www.fns.usda.gov/ora/feedingmybaby/>
- Keep in touch with your Altarum contact



# Institutional Review Board Approval

Nancy Weinfield, Westat

- Westat's IRB approval
- Materials available to States and sites
  - Study overview
  - Data collection instruments and consent forms
  - Participant recruitment materials
  - Westat's IRB approval letter
- What other help is needed?
- What questions do you have about IRB approval?

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A National WIC Study

Thank you for joining the team!

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