

Voicemail Script:

Hello, this message is for [RESPONDENT NAME]. This is _____ calling from Westat on behalf of the Centers for Disease Control and Prevention to confirm your enrollment in the Feeding My Baby and Me Study. Please give us a call back at [TOLL FREE NUMBER] Monday to Friday 9:00AM to 5:00PM Eastern Time.

Phone script:

Hello, this is _____ calling from Westat on behalf of the Centers for Disease Control and Prevention with regard to the Feeding My Baby and Me Study. May I please speak with [NAME]?

IF THE RESPONDENT IS NOT AVAILABLE

Thank you, I will be happy to call back. What would be a good time to reach her between 9:00AM – 5:00PM Eastern Time this week?

MAKE APPOINTMENT IN SMS.

Please let her know that she can also call us at [TOLL FREE NUMBER] 9:00AM – 5:00PM Eastern Time. Thank you, good bye.

EXIT

IF RESPONDENT IS AVAILABLE

Hi, I am _____ calling from Westat on behalf of the Centers for Disease Control and Prevention to confirm your enrollment in the Feeding My Baby and Me Study.

IF NEEDED: You visited the website for the Feeding My Baby and Me Study sponsored by CDC and agreed to participate in the study. I am calling to ask you a few questions to confirm your enrollment. It will take about fifteen minutes.

AT ANY TIME THE RESPONDENT INDICATES SHE'S DRIVING, MAKE AN APPOINTMENT FOR A CALL BACK.

Confirm eligibility data from screening:

We are very excited to have you in the Feeding My Baby and Me Study, and thank you very much for agreeing to participate.

First, I'd like to confirm some of the information you gave us on the website.

1. Are you currently pregnant?

IF BIRTH HAS ALREADY OCCURRED

Congratulations! Unfortunately, only women currently in their third trimester are eligible to continue in the study, so we are not able to enroll you. We appreciate your interest in the study and wish you and your baby the best.

END

IF PARTICIPANT INDICATES PREGNANCY LOSS

I am very sorry to hear that, and thank you for letting us know. We wish you the best. Good bye.

END

2. Are you having only one baby? – INELIGIBLE IF PREGNANT WITH MORE THAN ONE BABY

Unfortunately, only women pregnant with a single baby are eligible to participate in the study. We appreciate your interest in the study and wish you and your babies the best.

END

3. And to confirm, you are ____ years old? – INELIGIBLE IF AGE IS NOT 18 - 49

IF THE RESPONDENT IS INELIGIBLE, : I'm sorry, it looks like you aren't eligible for the study after all. Thank you for your time and interest in the Feeding My Baby and Me Study. We wish the best for you and your baby. Good bye.

END

4. And, your baby is still due on {INSERT DATE?}

PROGRAMMER NOTE: Use date to confirm that mother was in her third trimester at the time of consent. If not, she is ineligible.

IF INELIGIBLE: Unfortunately, only women in their third trimester are eligible to continue in the study, so we are not able to enroll you. We appreciate your interest in the study and wish you and your baby the best.

END

IF ELIGIBLE, PROCEED

Thank you. You have already seen information on who is conducting the study, what the study is about, and what participating means on the study website before you agreed to join. I just want to go over a few things at this time again so you know all the details before starting. Do you have any questions about the study at this time? ANSWER ANY QUESTIONS.

As you know, participating in the study means completing surveys online from now until your baby is 2 years old. We will ask you to complete 14 surveys. You can receive as much as \$620 for this study. As a reminder:

- You will complete all surveys online using any device such as your smart phone, tablet, laptop etc.
- Surveys takes about 15 – 20 minutes on average.
- Most of the surveys ask about feeding and caring for your baby.
- You will have between 2 and 4 weeks to complete each survey. The due date will be included in your email or text invitation. You can complete a survey at any time during that window at your convenience.
- We will send you a reminder when it is time to complete the next survey.
- You will receive \$50 for each of the surveys about what you eat and \$30 for each of the other surveys.

- You will get your first survey right away. In order to stay in the study, you have to complete this survey before your baby is born. Once you finish this survey, you will receive your first token of appreciation of \$30.
- The second survey we send will ask about what you eat and drink. We will send this soon after you finish your first survey. You will get another survey about what you eat and drink around the time your baby is 3 months old. For each of these surveys, you will receive \$50 for completing them. Some participants might receive two requests for information on what they eat and drink. If you get a second request and complete the survey, you can receive another \$50.
- We will ask you to let us know right away once the baby's born. This helps us make sure we send you surveys at the right time.

Do you have any questions about the number of the surveys or when they will occur?

IF NO QUESTIONS,

Coming to the money you will receive as a token of our appreciation, you will receive the money in the form of an online gift card. You will receive a link to an online gift card once you complete a survey. Details on how the online gift cards work will be provided to you after you complete the survey. It will be up to you to safeguard your gift cards and use them before they expire.

Do you have any questions?

ANSWER ANY QUESTIONS.

Thank you. We appreciate your willingness to help us learn about the feeding practices of today's Moms. We are almost done. Now I need to confirm your email address. We will not share your email address with anyone, and you won't get anything from us except study-related materials.

CONFIRM EMAIL ADDRESS AND MAKE UPDATES AS NEEDED.

You will be getting [an email from [STUDY EMAIL ADDRESS]/Text] in the next 24 hours with a link to the first survey. Please make sure your email settings allow messages from the study to come through.

Again thank you for taking the time to talk to me today and joining the Feeding My Baby and Me Study. Have a good day.