

APPENDIX 3

USE OF POWDERED INFANT FORMULA INSIDE & OUTSIDE OF THE HOME: A QUANTITATIVE ANALYSIS OF PARENTS' BELIEFS, ATTITUDES, RISK PERCEPTIONS AND SELF-REPORTED PRACTICES.

Field interviewer briefing notes

Recruitment questionnaire and show card and consent form

Participant information sheet

Supportive participant information card


CAPI interview schedule

Self-complete attitude questionnaire

**B2738-2 UWIC POWDERED INFANT FORMULA HALL TESTS
INTERVIEWER BRIEFING NOTES**

- The client is UWIC who are working on behalf of Food Standards Agency.
- Survey is all about how people make up and store powdered milk formula.
- We only want to talk to parents with babies under 6 months old who feed them made up powdered milk formula – NOT parents who give their babies the formula that is already made up (cartons).
- Quotas have been imposed on who we talk to – however, some of these can be opened up at the end if we are experiencing difficulties with numbers (this needs to be checked with Sarah O’Donoghue before going ahead).
- Parents have two parts of the survey to complete – on screen AND a paper questionnaire, so all respondents must be able to read and write.
- Parents are recruited on-street and brought back to the hall – they should then be given the paper questionnaire to complete before starting the on-screen survey.
- While they are doing this, interviewers need to input the information from the recruitment questionnaire on screen – we need this for analysing the data.
- When they have finished the paper questionnaire, these should be passed back to the supervisor as they need to be returned to the office – there is a unique identifier number on the front of the questionnaire which needs to be input on screen so that data from both parts of the survey can be merged together.
- Parents are to receive their £10 voucher once they have completed both the paper and the on-screen survey.
- Q34 – Q37 are asking about respondents perceptions of their behaviour and the behaviour of other people. For ‘other parents’, ‘day nursery staff’ and ‘hospital staff’ we are asking them to think about how these people would handle milk and feed it to the babies in their care (not the baby of the respondent). They may say that they have never seen how these other people handle formula – ask them to give you their opinion regardless of past experience (we are trying to establish general perceptions rather than fact).
- There is some complicated routing throughout the questionnaire, so the surveys will seem different as you talk to more people – don’t worry about this.

THANKS AND GOOD LUCK

 2 Museum Place, Cardiff, CF10 3BG	PREPARATION, STORAGE AND HANDLING OF POWDERED INFANT FORMULA - PARENTS RECRUITMENT QUESTIONNAIRE November 2008 B2734-2	FOR OFFICE USE ONLY

APPROACH PEOPLE AGED 16+

Hello, my name is of Beaufort Research. We are carrying out some research for U.W.I.C – the University of Wales Institute Cardiff – on behalf of the Food Standards Agency. The research is concerned with the feeding of babies under 6 months old and we would like your opinions. To say thank you for your time, you will receive a £10 Boots gift voucher for taking part in the survey. Could you spare just a few minutes to answer some questions?

REASSURE IF NECESSARY: BEAUFORT RESEARCH IS AN INDEPENDENT CONSULTANCY & WE ARE NOT SELLING ANYTHING

Q.1	INTERVIEWER RECORD GENDER	Male	1 → CHECK QUOTAS AND CONTINUE
		Female	2 → CHECK QUOTAS AND CONTINUE
Q.2	How old are you?	Under 16	1 → CLOSE
		16 – 24	2 → CONTINUE
		25-34	3 → CONTINUE
		35-45	4 → CONTINUE
		46 or over	6 → CLOSE
Q.3	How old is your baby?	1 months (0-4 weeks)	1 → CONTINUE
		2 months (5-8 weeks)	2 → CONTINUE
		3 months (9-12 weeks)	3 → CONTINUE
		4 months (13-16 weeks)	4 → CONTINUE
		5 months (17-20 weeks)	5 → CONTINUE
		6 months (21-24 weeks)	6 → CONTINUE
		7 months + (25+ weeks)	7 → CLOSE

SHOWCARD

Q.4 How do you currently feed your baby?

Breast Feeding Only

1 → CLOSE

Mix of powdered formula & breast milk

2 → CHECK QUOTAS AND CONTINUE

Powdered Formula only

3 → CHECK QUOTAS AND CONTINUE

Q.5 You say that you currently / sometimes use powdered formula milk to feed your baby. Can you please tell me approximately how often you use powdered formula?

All or most feeds

1 → CHECK QUOTAS AND CONTINUE

At least once a day

2 → CHECK QUOTAS AND CONTINUE

OTHER

2 → THANK & CLOSE

Q.6 OCCUPATION OF CHIEF INCOME EARNER IN THE HOUSEHOLD

Job Title: _____ ABC1

1 → CHECK QUOTAS AND CONTINUE

Position/
Rank/Grade: _____ C2DE

2 → CHECK QUOTAS AND CONTINUE

Refused

3 → THANK & CLOSE

AB
C1
C2
DE

1
2
3
4

IF SUCCESSFULLY SCREENED INVITE RESPONDENT TO HALL TEST:

As I said before, we are conducting a survey concerning different aspects of feeding babies under 6 months old with powdered infant formula, and would like to invite you to attend. The survey is being done in (HALL TEST LOCATION) and will take about 25 minutes to complete, and you will receive your £10 Boots gift voucher once you have finished. Are you free to come along with me now to conduct the survey?

IF RESPONDENT IS WILLING TO ATTEND HALL TEST, RECORD DETAILS BELOW, HAND THEM GUIDANCE SHEET, HAVE THEM SIGN CONSENT SECTION AND ESCORT TO HALL.

RESPONDENT DETAILS:

Name: _____

Address: _____

Postcode: _____

Telephone Number: _____

CONSENT FORM

1. I confirm that I have received the guidance sheet dated 25th October 2008 for participation in a hall-test interview for the above study. I understand I have the opportunity to consider the information before the interview takes place and may contact the Researcher responsible for this study to ask any questions.

2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason.

3. I understand that all information gathered from the study will remain confidential and any contribution I make to the interview will be treated with anonymity.

4. I agree to take part in the above study.

.....
Name of participant Date Signature

.....
Name of person taking Date Signature
consent

INTERVIEWER DECLARATION

I declare that I have conducted this interview in accordance with your instructions.

Signature: _____

Date: _____

SHOWCARD

Breast Feeding Only

**Mix of powdered formula &
breast milk**

Powdered Formula only

PARTICIPANT INFORMATION SHEET FOR PARENTS FOR HALL TESTS

Title of Research: Preparation, Handling and Storage of Powdered Infant Formula

Research Team: Beaufort Research, Cardiff
University of Wales Institute Cardiff, Cardiff
The Food Standards Agency, London

Explanation of Procedures

You are being asked to participate in the research project to investigate the attitudes and perceptions of parents and caregivers towards the use of powdered infant formula. Participation will include filling in a questionnaire and talking to a researcher from Beaufort Research in a function room of [INSERT VENUE]. You will be asked some questions about how you prepare formula at home and when away from the home and what you think about a variety of recommended procedures. In addition you will be asked your opinions about examples of current advice about powdered infant formula. The interview will last approximately 25 minutes.

Risks and Discomforts

You will not be at physical or psychological risk and should experience no discomfort resulting from the research procedures.

Benefits

As a token of thanks for participating in the research you will receive £10 voucher which will be given to you at the end of the interview. This research is expected to provide useful information to the UK Food Standards Agency about how parents and caregivers prepare powdered infant formula for babies aged 0-6months and what they think about methods of preparation and current information about recommended methods. It is hoped that information collected during the course of study will be used to inform the development of revised educational materials.

Confidentiality

All contact information gathered from the study will remain confidential Your identity as a participant will not be disclosed to any other unauthorised persons; only the researchers at Beaufort Research will have access to the your contact details, which will be kept in a locked drawer. No reference to your identity will be made in the final research reports and publications – any responses that would compromise your anonymity will be removed or disguised prior to the preparation of the research reports and publications.

Withdrawal Without Prejudice

Participation in this study is voluntary; refusal to participate will involve no penalty. Each participant is free to withdraw consent and discontinue participation in this project at any time.

If you have any additional questions about participation in the interview please contact:

Sarah O'Donoghue, Senior Research Executive, Beaufort Research Ltd., 2 Museum Place, Cardiff CF103BG
Telephone 02920 20378565

TERMS OF REFERENCE USED THROUGHOUT THE QUESTIONNAIRE / INTERVIEW

Powdered formula milk / Powdered infant formula



Made-up / reconstituted powdered formula milk



Ready-to-use formula milk



‘Preparation’ or ‘making up’ or ‘reconstitution’ of powdered infant formula milk’ = the process of adding powder (see A) to the water and mixing.

‘Made up’ or ‘reconstituted’ powdered infant formula milk’ = infant feed where powder and water are mixed (see B).

‘Formula feeding’ = feeding with formula milk (image B) that has been made up using powdered formula (see A).

‘Handling powdered formula milk’: refers to what you do with the made up powdered formula milk once powder and water have been mixed together.

‘Storage of powdered formula milk’: if mixed powder and water (image B) is not fed to your baby immediately but kept for a feed at a later time.

1. **QUESTION**
 2. **ANSWER**
 3. **QUESTION**
 4. **ANSWER**
 5. **QUESTION**
 6. **ANSWER**
 7. **QUESTION**
 8. **ANSWER**
 9. **QUESTION**
 10. **ANSWER**

11. **QUESTION**
 12. **ANSWER**
 13. **QUESTION**
 14. **ANSWER**
 15. **QUESTION**
 16. **ANSWER**
 17. **QUESTION**
 18. **ANSWER**
 19. **QUESTION**
 20. **ANSWER**

21. **QUESTION**
 22. **ANSWER**
 23. **QUESTION**
 24. **ANSWER**
 25. **QUESTION**
 26. **ANSWER**

Identifier Number

POWDERED INFANT FORMULA QUESTIONNAIRE

FOR PARENTS, NOVEMBER – DECEMBER, 2008

This questionnaire is designed to evaluate your attitudes and opinions concerning use of powdered formula milk and information about preparation and storage.

Please read each question carefully and give honest answers. There are no right or wrong answers and all of your responses will be treated in the strictest of confidence.

Please return the fully completed questionnaire to the Beaufort Research researcher when complete.

Terms and reference.

'Preparation' or 'making up' or 'reconstitution' of powdered infant formula milk': the process of adding powder (image A) to the water and mixing.

'Made up' or 'reconstituted' powdered infant formula milk': infant feed where powder and water are mixed (image B).

'Formula feeding' = feeding with formula milk that has been made up using powdered formula (image A).

'Handling powdered formula milk': refers to what you do with the made up powdered formula milk once powder and water have been mixed together.

'Storage of powdered formula milk': when mixed powder and water is not fed to the infant immediately but kept for a feed at a later time.

'Germs': harmful micro-organisms including some bacteria that may be found in foods and kitchens e.g. *Salmonella*

Powdered formula milk/
Powdered infant formula



Made-up / reconstituted
powdered formula milk feed
/ formula feed



Ready-to-use formula milk



UNWIC



SECTION A

For all of the questions please tick one of the five boxes alongside each question to indicate agreement / disagreement. For example, if you *agree* with the statement below, then tick the box in the 'agree' column (as shown below).

	Strongly Agree	Agree	Neither Agree or disagree	Disagree	Strongly Disagree
Peas have a better taste than carrots.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

By ticking the appropriate box, please indicate your level of agreement / disagreement for all of the following questions.

	Strongly Agree	Agree	Neither Agree or disagree	Disagree	Strongly Disagree
• Infant formula is so good these days it is a perfectly good substitute for breast milk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I think that I know all of the safety precautions necessary for safe preparation and storage of powdered formula milk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Following preparation and storage instructions on tins of powdered formula is <u>not</u> essential.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I have no concerns about the safety of the made-up powdered formula milk that I feed to my baby.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I was more careful with how I prepared my babies' feeds when I first started preparing powdered formula milk for my baby, than I am now.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Formula manufacturers are ultimately responsible for the safety of powdered formula milk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I trust my partner to prepare my babies powdered formula milk safely.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Recommendations for safe preparation and storage of powdered infant formula are always changing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• It is difficult to <u>always</u> make fresh bottles of powdered formula to feed to my baby.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I am happy to receive information about preparation and storage of powdered formula milk from formula manufacturers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• It is easy to implement <u>all</u> of the recommended practices <u>every time</u> I make up a bottle of powdered formula.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Information I was given about powdered formula feeding from <u>hospital staff</u> was adequate for my needs. <i>If NO information re powdered infant formula received from hospital staff ✓ this box</i> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• When feeding my baby away from the home (e.g. on a shopping trip), it is easier to make bottles of formula at home and take them with me, than make them up when I am out.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly Agree	Agree	Neither Agree or disagree	Disagree	Strongly Disagree
• Before boiling the water used to make up my babies' powdered formula feeds is <u>always</u> fresh from the tap.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• NHS health professionals should <u>not</u> give advice to all parents about safe preparation and storage of powdered formula milk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I <u>always</u> use boiled water to make up powdered formula milk for my baby.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Advice and instructions about preparation and storage of powdered formula milk is consistent from different sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• It is difficult to judge the actual temperature of water when it is added to the formula powder.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I would have liked more information about how to prepare and store powdered formula for my baby.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Removal of all milk debris from a used feeding bottle is always easy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Women are put under pressure to breast feed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Measurement of the length of time between when the kettle has boiled and when the boiled water is added to the formula is not important.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Made-up powdered formula milk can be safely stored for the same length of time as opened cartons of ready-to-use formula.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Information I was given about powdered formula feeding from the <u>Health Visitor</u> was adequate for my needs. <i>If NO information re powdered infant formula received from the health visitor ✓ this box <input type="checkbox"/></i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I am happy to cool a made up bottle of powdered formula milk at room temperature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Made-up powdered formula can be safely stored at room temperature for long periods of time, like unopened cartons of ready-to-use formula.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• There is not enough information available to parents about feeding babies with powdered formula milk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• The way I prepare or store powdered formula milk is different from any advice given to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Once a tin of powdered formula milk has been opened the powder is not sterile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Parents are not given enough advice and support about how to safely prepare and store powdered formula feed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I was given enough information about safe preparation and storage of powdered formula milk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I <u>needed</u> more information about safe preparation and storage of powdered formula.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLEASE TURN OVER

	Strongly Agree	Agree	Neither Agree or disagree	Disagree	Strongly Disagree
• All of the utensils (e.g. scoop, knife etc) used to measure the powdered formula are always washed and sterilised before every use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• It is acceptable to make up bottles of powdered formula milk in advance of use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Before opening a tin of powdered formula milk, the powdered milk is a sterile product (i.e. is free from all germs and bacteria).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I am confident that the way I prepare powdered formula milk is safe. (i.e. will not cause my baby illness)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Information I was given about formula feeding from the <u>Community Midwife</u> was adequate for my needs. <i>If NO information about powdered infant formula received from the community midwife ✓ this box <input type="checkbox"/></i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• There is no association between <u>Salmonella</u> and powdered formula milk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I prepare and store powdered formula milk in the same way as my mother used to do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION B

Please indicate how important you think each of the actions listed below are when preparing bottles or preparing or storing made up powdered formula milk feeds?

	Very Important	Fairly Important	Neither	Not very important	Not at all important
• Clean the preparation area every time you prepare a bottle of powdered formula milk feed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Wash and dry your hands every time you prepare a bottle of powdered formula milk feed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Wash feeding bottles and components with detergent and hot water before sterilising.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Rinse washed feeding bottles and components with running water before sterilising.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Sterilise feeding bottles and components before use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Mix milk powder with boiled water that has cooled for less than 30 minutes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Feed the made-up powdered formula <u>immediately</u> after preparation (once at a suitable temperature).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Prepare one feed at a time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please give the completed questionnaire to one of the researchers.