

Global Opinion Panels



[NAME]
[ADDRESS]
[ADDRESS]

Dear [INSERT Panel Member NAME],

You soon will receive a survey for an important new study we're doing for the Food and Drug Administration (FDA). Beginning in 2005 or early 2006, you participated in a study called Project FIRST (Feeding Infants Research Study) that Synovate did for the FDA. The study asked about your pregnancy and, after your baby was born, about infant feeding and care. You gave us critical information for that study. Results have been used to develop nutrition policies for infants and improve maternal and infant health and care.

We're going to begin a new study to find out more information about you and your child who was born in 2005 or early 2006. The survey will take up to 25 minutes to complete. You'll receive \$10 in Consumer Cash Coupons for your participation in this study. Please know that, as always, we'll only release results after removing all personally identifiable information.

You will receive this questionnaire within the next few weeks. I hope to hear from you shortly afterward.

Regards,

Marie Brighton

[NAME]
[ADDRESS]
[ADDRESS]

Dear [name]

I realize that you are no longer a member of our Global Opinion Panel. I am contacting you because beginning in 2005 or early 2006, you participated in a study called Project FIRST (Feeding Infants Research STudy) that was sponsored by the Food and Drug Administration (FDA). The study asked about your pregnancy and then about infant feeding and care after your baby was born. You gave us critically important information for that study, and the results have been used to improve maternal and infant health and care and to develop nutrition policies for infants.

We're going to begin a new study to find out more information about you and your child who was born in 2005 or early 2006, and we are hoping you will participate. The survey will take up to 25 minutes to complete. Your response is extremely important to this study. Only a few mothers were asked to be a part of Project FIRST, and only these mothers will be contacted for the new study. No one else can take your place. You will receive a gift of \$10 for your participation in this study. Please know that, as always, we'll only release results after removing all personally identifiable information.

You will receive this questionnaire within the next few weeks. I hope to hear from you shortly afterward.

Regards,



Valerie DiPaula, Ph.D.
Director, Project FIRST
Synovate