

HOW TO FILL IN THE QUESTIONNAIRE

Please answer *all* questions, unless the instructions before the question tell you not to. Please complete the questionnaire in **black or blue ink**, keeping your answers within the boxes. This questionnaire will be read by a scanner so please mark your answers in the spaces provided by putting a **cross** in the appropriate box to indicate your answer [X]. If you have made a mistake in your answer or changed your mind please completely fill the box to show the mistake [■] and then cross the correct answer.

Also supplied, is an envelope which should not be opened until instructed to do so.

Your answers will be treated in the **strictest confidence** and all findings will be made anonymous in the reporting of results so that responses cannot be traced back to individuals.

Section 1: Background

First of all we would like to ask you some questions about you.

Q1.1 Which of the following best describes your role? Please select only one option

Midwife <input type="checkbox"/>	Health Visitor <input type="checkbox"/>	Other: <input type="checkbox"/>
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Q1.2 Please specify your employer (Please select only one option)

Hospital <input type="checkbox"/>	Name:
Clinical Commissioning Group (CCG) <input type="checkbox"/>	Name:

If you selected 'Hospital' in Q1.2 above, please move on to Q1.4

If you selected 'CCG' in Q1.2 above, please answer the following question:

Q1.3 Are you located in a GP practice?

Yes <input type="checkbox"/>	No <input type="checkbox"/>
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Q1.4 How long have you worked as a qualified healthcare professional? Please select only one option

Less than 1 year <input type="checkbox"/>	1 - 4 years <input type="checkbox"/>	5 - 10 years <input type="checkbox"/>	11- 15 years <input type="checkbox"/>
16 - 20 years <input type="checkbox"/>	More than 20 years <input type="checkbox"/>		

Q1.5 Which sources of information and advice on baby feeding do you find influential on advice you give to Mums?

	<i>Please select all sources you find influential on your opinion on baby feeding</i>	<i>Please select the source you find MOST influential (Please select only one option)</i>
Mums	<input type="checkbox"/>	<input type="checkbox"/>
Infant feeding advisors	<input type="checkbox"/>	<input type="checkbox"/>
Colleagues/other Health Care Professionals	<input type="checkbox"/>	<input type="checkbox"/>
Specific training	<input type="checkbox"/>	<input type="checkbox"/>
Government policies or guidelines	<input type="checkbox"/>	<input type="checkbox"/>
Mother / baby websites	<input type="checkbox"/>	<input type="checkbox"/>
Mother / baby magazines	<input type="checkbox"/>	<input type="checkbox"/>
HCP websites	<input type="checkbox"/>	<input type="checkbox"/>
Journal articles / advertisements	<input type="checkbox"/>	<input type="checkbox"/>
Infant formula company Reps	<input type="checkbox"/>	<input type="checkbox"/>
Infant formula company websites	<input type="checkbox"/>	<input type="checkbox"/>
CCG/relevant local authority	<input type="checkbox"/>	<input type="checkbox"/>
The Royal College of Nursing /Midwives	<input type="checkbox"/>	<input type="checkbox"/>
CPHVA	<input type="checkbox"/>	<input type="checkbox"/>
UNICEF	<input type="checkbox"/>	<input type="checkbox"/>
TV advertising	<input type="checkbox"/>	<input type="checkbox"/>
Infant Formula Company Study days	<input type="checkbox"/>	<input type="checkbox"/>
Meeting run by an Infant Formula Company	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify below):	<input type="checkbox"/>	<input type="checkbox"/>
Or None of these - I rely upon my experience	<input type="checkbox"/>	<input type="checkbox"/>

Q1.6 Does your CCG/relevant local authority/ Hospital permit you to see or engage with Reps (representatives) from infant milk formula companies?

Yes <input type="checkbox"/>	No <input type="checkbox"/>	Don't Know <input type="checkbox"/>
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Q1.7 Please indicate whether or not you are aware of each of the following guidelines and then to what extent you adhere to and agree with each of the guidelines:

	I am aware of these guidelines		I adhere to these guidelines			I agree with these guidelines		
	Yes	No	Agree	Neither agree / disagree	Disagree	Fully	Some-what	Not at all
My CCG's/ relevant local authority/ governing body guidelines on giving advice about baby feeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My hospital's guidelines on giving advice about baby feeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Baby Friendly Initiative (BFI) in my area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q1.8 Thinking about infant formula please indicate if each of the following guidelines apply to you or not?

	Yes	No
Reps can visit the ward	<input type="checkbox"/>	<input type="checkbox"/>
Reps have to contact a central point	<input type="checkbox"/>	<input type="checkbox"/>
Reps cannot visit hospital/ CCG's/ relevant local authority premises	<input type="checkbox"/>	<input type="checkbox"/>
We provide mums who have chosen to bottle feed with infant formula	<input type="checkbox"/>	<input type="checkbox"/>
We show mums who have chosen to bottle feed how to make up a bottle safely	<input type="checkbox"/>	<input type="checkbox"/>

Section 2: Conversations with Mums/Mums to be

We'd now like you to think about the discussions you may have when meeting with new mums

Q2.1 Of all the conversations you have with new mums, approximately what proportion of these are related to each of the following topics? Please enter a % value in each space below, inserting one digit either side of the line, and ensure all six numbers add to 100%

Sleep issues		%
Safety and protection		%
Feeding issues or advice		%
Developmental issues		%
Skin issues		%
Other (please specify)		%
=100%		

Q2.2 Thinking specifically about the conversations you have with mums about feeding issues, please tell us what proportion of these conversations you initiate, and what proportion are initiated by mums.

Please enter a % value in each space below, inserting one digit either side of the line, and ensure the two numbers add to 100%

Conversation initiated by you		%
Conversation initiated by mums		%
=100%		

Q2.3 And of all the conversations you have with mums about feeding issues or advice, approximately what proportion are related to each of the following topics? Please enter a % value in each space below, inserting one digit either side of the line, and ensure all eight numbers add to 100%

Moving from breast feeding to bottle feeding		%
Colic		%
Issues/difficulty breast feeding		%
Constipation		%
Reflux		%
Issues/difficulty bottle feeding		%
Wind/mild tummy troubles		%
Other (please specify)		%
=100%		

Q2.4 Of all new mums who come to you for advice on feeding their baby, approximately what percentage of them: Please enter a % value in each space below, inserting one digit either side of the line, and ensure all four numbers add to 100%

a) Ask for a formula milk brand recommendation		%
b) Ask your advice about using a particular formula milk brand they have in mind		%
c) Ask your advice on the pros & cons of formula vs. breast feeding, but do not request a brand recommendation		%
d) Do not want to discuss formula feeding at all		%
=100%		

Q2.5 If a mum were to ask you for help in choosing which infant formula to use, what would you do? Please be assured that your answer will remain confidential. Please select only one option

I would advise against using infant formula all together	<input type="checkbox"/>
I would let the mum choose herself without aiding her	<input type="checkbox"/>
I would outline the strengths and weaknesses of those brands/products I feel are appropriate	<input type="checkbox"/>
I would identify the product/brand I think is <u>most</u> appropriate to the baby's needs	<input type="checkbox"/>
I would tell the mum the product/brand I think she should use	<input type="checkbox"/>
Other (please specify below)	<input type="checkbox"/>

Section 3: Relationship with formula milk companies

Q3.1 Thinking about brands of first infant formula milks, please use the space below to write in the first three infant formula products that come to mind. Please include both the name of the brand and the product that comes to mind:

1.
2.
3.

+ + +

Q3.2 And now thinking about babies with feeding related problems, please use the space below to write in the first four specialist infant formula products that come to mind. Please include both the name of the brand and the product that comes to mind:

1.
2.
3.
4.

Q3.3 Please indicate which of the following best describes how knowledgeable you are about the following formula milk brands? Please select one answer per brand

	Extremely knowledgeable	Quite knowledgeable	Not very knowledgeable	Not at all knowledgeable	I have never heard of the brand
Aptamil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cow and Gate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HiPP Organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SMA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3.4 If you were to discuss with mums specific infant formula brands you think would be appropriate for them, please indicate which brands you are most likely to mention:

	Please tick ALL the brands you are likely to mention	Please identify the ONE brand you are most likely to mention
Aptamil	<input type="checkbox"/>	<input type="checkbox"/>
Cow & Gate	<input type="checkbox"/>	<input type="checkbox"/>
HiPP Organic	<input type="checkbox"/>	<input type="checkbox"/>
SMA	<input type="checkbox"/>	<input type="checkbox"/>
None of these	<input type="checkbox"/>	<input type="checkbox"/>

Q3.5 If you indicated that there is one brand you are most likely to mention at Q3.4, please explain why you would be most likely to mention this brand: Please write your answer below

Q3.6 Would you discourage mums from using any brands in particular?

Yes <input type="checkbox"/>	No <input type="checkbox"/>
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If yes, which brands would you discourage them from using and why?

Please write your reasons in the space next to the brand you would discourage mums from using

<input type="checkbox"/> Aptamil	
<input type="checkbox"/> Cow & Gate	
<input type="checkbox"/> HiPP Organic	
<input type="checkbox"/> SMA	

Q3.7 Which of the following SMA formula milk products have you heard of?

Please select all you have heard of even if you are not very familiar with them

- | | | | |
|------------------------------|--------------------------|-----------------|--------------------------|
| SMA First infant milk | <input type="checkbox"/> | SMA Gold Prem 1 | <input type="checkbox"/> |
| SMA Comfort | <input type="checkbox"/> | SMA Gold Prem 2 | <input type="checkbox"/> |
| SMA Extra hungry infant milk | <input type="checkbox"/> | SMA Wysoy | <input type="checkbox"/> |
| SMA Follow-on milk | <input type="checkbox"/> | SMA Staydown | <input type="checkbox"/> |
| SMA Toddler Milk | <input type="checkbox"/> | SMA LF | <input type="checkbox"/> |
| SMA Breast Milk Fortifier | <input type="checkbox"/> | SMA High Energy | <input type="checkbox"/> |

Q3.8 For each of the following brands of formula milk, please indicate how you feel about the brand using the scale provided. Please select one number on the scale below for each brand

	I love it					Neutral		I Hate it				
	+5	+4	+3	+2	+1	0	-1	-2	-3	-4	-5	
Aptamil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Cow & Gate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
HiPP Organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
SMA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Q3.9 For each of the following brands, please indicate how positive or negative you feel about this brand vs. the way you felt 12 months ago. Please select an answer for each brand

	Much more positive	Slightly more positive	No change	Slightly more negative	Much more negative
Aptamil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cow & Gate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HiPP Organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SMA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3.10 For each of the following brands of infant formula milk, please indicate how well you think each brand delivers the main things you think mums need from formula milk. Please select one number between 0 and 10 for each brand

	Meets their needs very well										Doesn't meet their needs at all
	10	9	8	7	6	5	4	3	2	1	
Aptamil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cow & Gate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HiPP Organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SMA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3.11 For each of the following brands of infant formula milk, please indicate how different you feel the brand seems from other brands of formula milk. Please select one number between 0 and 10 for each brand

	Very different										Exactly the same
	10	9	8	7	6	5	4	3	2	1	
Aptamil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cow & Gate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HiPP Organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SMA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3.12 For each of the following brands of infant formula milk, please indicate how much you think each brand sets trends. Please select one number between 0 and 10 for each brand

	Sets the trends										Follows others
	10	9	8	7	6	5	4	3	2	1	
Aptamil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cow & Gate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HiPP Organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SMA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Q3.13 Which of the following infant formula milk brands do you think is the leading brand of infant formula milk? Please select the ONE brand you think is leading

	Is the leading brand
Aptamil	<input type="checkbox"/>
Cow & Gate	<input type="checkbox"/>
HIPP Organic	<input type="checkbox"/>
SMA	<input type="checkbox"/>

Q3.14 We are interested in your opinions of formula milk brands. It doesn't matter if you are not very familiar with them; please just answer as best you can. Please indicate which of the formula milk brands you associate with each statement below. You can choose as many brands as you like for each statement, or if you don't think any brand is related to a statement you can leave all blank.

	Aptamil	Cow & Gate	SMA
Understand what it is like to be a mum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are experts in infant feeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are on your side	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helps you feel you are doing the best for babies' health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Respects and cares about mothers as people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide me with helpful info about their products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The company supports me in my role	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The company supports breast feeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company is trustworthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are easy to work with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are there when I need them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have a strong heritage in infant feeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are leading the way in terms of product innovation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have heard a lot of good things about this brand recently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The company shares my values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3.15 Now thinking about the statements below, please indicate which of the formula milk brands you associate with each statement below. You can choose as many brands as you like, or if you don't think any brand is related to a statement you can leave all blank.

	Aptamil	Cow & Gate	SMA
They provide unbiased scientific information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Their infant milk is the closest to breast milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This brand was recommended to me by a colleague	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This brand has products which contain prebiotics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This brand helps the baby settle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Babies get less constipation with this brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Their milks are easily digested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is a brand often talked about positively by others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This brand contains SN2 fat blend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers a range of products to meet mums' different feeding needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This brand is leading the way in reducing allergy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Section 4: Communication Awareness

Q4.1 For each of the following three formula milk companies below, please indicate if you have seen, heard or read anything about them through each of the following sources in the last 3 months?

Please select all that apply for each brand

	Aptamil	Cow & Gate	SMA
Direct mailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazine Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Material from Reps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mum and baby club websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parenting websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infant formula company's websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Study days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HCP journals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mums/ mums to be	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infant feeding advisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colleagues/other health Care professionals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small educational meetings run by infant formula company Reps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4.2 If you indicated at Q4.1 that you have received direct mailing or email from one or more of the following companies in the last three months, please indicate whether you agree or disagree with each of the following statements. IF YOU INDICATED YOU HAVE NOT RECEIVED DIRECT MAILING OR EMAIL PLEASE SKIP TO Q4.3 Please provide an answer for each company that you have received direct mailing or email from

The direct mailing / email I have received...

	Aptamil		Cow & Gate		SMA	
	Agree	Disagree	Agree	Disagree	Agree	Disagree
...has improved my knowledge of this brand's products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...has improved my perception of this brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...has made me more likely to discuss this brand with mums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...supported me in my role	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...demonstrated an understanding of mums' feeding needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...demonstrated an understanding of my professional needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4.3 For each of the three companies' websites shown below, please indicate which of the three you are aware of, and which you have signed up to: Please select all that apply

	Aptamil Professional	Cow & Gate In Practice	SMA Professional Know How
I am aware of this website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have signed up to this website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Q4.4 If you indicated at Q4.1 that you have visited the company website of one or more of the following infant formula milk companies in the last three months, please indicate whether you agree or disagree with each of the following statements: Please provide an answer for each company whose website you have visited

The information available via the website...	Aptamil Professional		Cow & Gate In Practice		SMA Professional Know How	
	Agree	Disagree	Agree	Disagree	Agree	Disagree
...has improved my knowledge of this brand's products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...has improved my perception of this brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...has made me more likely to discuss this brand with mums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...supported me in my role	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...demonstrated an understanding of mums' feeding needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... demonstrated an understanding of my professional needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4.5 If you indicated at Q4.1 that you have attended a study day for one or more of the following companies in the last three months, please indicate whether you agree or disagree with each of the following statements (IF NOT SKIP TO SECTION 5).

Please provide an answer for each company that you have attended a study day

The study day I attended...	Aptamil		Cow & Gate		SMA	
	Agree	Disagree	Agree	Disagree	Agree	Disagree
...has improved my knowledge of this brand's products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...has improved my perception of this brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...has made me more likely to discuss this brand with mums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...supported me in my role	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...demonstrated an understanding of mums' feeding needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... demonstrated an understanding of my professional needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4.6 If you indicated at Q4.1 that you have attended a study day for one or more of the following companies in the last three months, please indicate on the scale below how useful you found the day

Please provide one answer for each company that you have attended a study day

	Extremely useful										Not at all useful
	10	9	8	7	6	5	4	3	2	1	0
Aptamil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cow & Gate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SMA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4.7 If you indicated at Q4.1 that you have attended a study day for one or more of the following companies in the last three months, please indicate on the scale below how the day changed your feelings towards the brand Please provide one answer for each company that you have attended a study day

	Feel much more positive towards the brand					Didn't change my feelings					Feel much more negative towards the brand
	+5	+4	+3	+2	+1	0	-1	-2	-3	-4	-5
Aptamil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cow & Gate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SMA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 5: Formula milk manufacture services

Q5.1. We would now like to understand how important individual aspects of a formula milk company's offering are to you as a health visitor/ midwife. Please consider how important these aspects are to you as a health visitor/midwife, and indicate how important each is to you using the scale provided.

	Very important	Quite important	Not very important	Not at all important
Quality of formula milk products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offer a range of formula milks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competent company representatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General baby feeding training and support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specific product training/information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Continued development of new formula milks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support/Help with my professional development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision or support of parenting services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relationships with Health Visitors/midwives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrating an understanding of mother's needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrating an understanding of your needs as a midwife/health visitor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expertise in infant feeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to work with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shares my values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does not undermine breastfeeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supports breastfeeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing unbiased scientific information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5.2 Thinking about the same offerings, please indicate the one statement which best describes how satisfied you are with the performance of the infant formula milk industry as a whole on each offering.

	Completely satisfied	No improvement needed	The industry performs very well but could still work a little harder	The industry provides but needs considerable improvement	The industry performs very poorly	It is not relevant to the formula milk industry
Quality of formula milk products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offer a range of formula milks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competent company representatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General baby feeding training and support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specific product training/information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Continued development of new formula milks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support/Help with my professional development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision or support of parenting services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relationships with Health visitors/midwives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrating an understanding of mother's needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrating an understanding of your needs as a midwife/health visitor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expertise in infant feeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to work with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shares my values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does not undermine breastfeeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supports breastfeeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing unbiased scientific information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Q5.4 Please review the list of services/materials below which formula milk companies could provide and indicate how useful each one would be for you. Please rate them using the scale between 1 and 3 below

	Very useful (3)	Slightly useful (2)	Not useful (1)
Unbranded help sheets, literature or videos to pass to parents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Webcasts/Podcasts (lectures you can download and listen to/watch)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational study days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CPD learning points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-learning modules	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct mail through the post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthcare Professional Careline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monthly emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fact sheets/brochures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scientific information/clinical trial results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factual comparison of all milks/nutrient content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product samples	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small educational meetings run by infant formula company reps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5.5 How well do you feel each of the infant formula milk brands support you in your role as a midwife/health visitor? Please rate each brand on the scale below

	Very supportive	Quite supportive	Not very supportive	Not at all supportive
Aptamil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cow & Gate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SMA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5.6 For each of the services/types of materials below, please rate each of the three formula milk companies on how well they provide each one using the scale below where 3 = Excellent and 1 = Poor
Please provide one answer for each service/type of material you have experienced from each formula milk company

	Excellent (3)			Fair (2)			Poor (1)		
	Aptamil			Cow & Gate			SMA		
	3	2	1	3	2	1	3	2	1
Unbranded help sheets, literature or videos to pass to parents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Webcasts/Podcasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational study days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CPD learning points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-learning modules	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct mail through the post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthcare Professional Careline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monthly emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fact Sheets/brochures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scientific information/clinical trial results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factual comparison of all milks/nutrient content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product samples	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small educational meetings run by infant formula company reps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 6: Infant Formula Reps

Q6.1 Please indicate if you have had a visit from, or attended a meeting run by an infant formula company Rep from any of the following infant formula milk companies in the last year?

Aptamil <input type="checkbox"/>	Cow & Gate <input type="checkbox"/>	SMA <input type="checkbox"/>
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IF YOU HAVE NOT had a visit or attended a meeting run by an infant formula company Rep IN THE LAST YEAR, PLEASE ANSWER Q6.2 AND THEN GO ON TO SECTION 7. IF YOU HAVE SEEN A REP FROM ONE OF MORE OF THESE COMPANIES, PLEASE GO TO Q6.3

Q6.2 What are the reasons why you have not seen a Rep or attended a meeting run by a Rep from any of these companies in the last year?

	<i>Please tick ALL the reasons that apply</i>	<i>Please tick the ONE main reason that applies</i>
Have not been approached	<input type="checkbox"/>	<input type="checkbox"/>
Not interested	<input type="checkbox"/>	<input type="checkbox"/>
Prefer to only receive information / materials	<input type="checkbox"/>	<input type="checkbox"/>
Unable to find convenient time	<input type="checkbox"/>	<input type="checkbox"/>
Against the policy of my employer	<input type="checkbox"/>	<input type="checkbox"/>
Reps are too pushy	<input type="checkbox"/>	<input type="checkbox"/>
I do not find Rep meetings useful	<input type="checkbox"/>	<input type="checkbox"/>
I am too busy to see Reps	<input type="checkbox"/>	<input type="checkbox"/>
I am too busy to speak to Reps	<input type="checkbox"/>	<input type="checkbox"/>

Q6.3 Please indicate the number of times you have had a visit from, or attended a meeting run by an infant formula company Rep in the last year Please provide a number for each company, inserting one digit either side of the line

	Aptamil	Cow & Gate	SMA
Number of times I have seen a Rep or attended a meeting run by a Rep in the last year			

Q6.4 For each company's Rep that you have had a visit from, or attended a meeting run by, in the last year, please indicate if you agree or disagree with the following statements

Please provide an answer for each company for which you have had contact with a Rep

The contact I had with the Rep....

	Aptamil		Cow & Gate		SMA	
	<i>Agree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Disagree</i>
...has improved my knowledge of this brand's products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...has improved my perception of this brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...has made me more likely to discuss this brand with mums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...supported me in my role	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...demonstrated a understanding of my role	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...demonstrated an understanding of what it is like to be a mum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...helped me understand the range of products they have to offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...explained to me how their range of products can address the different feeding needs of babies I see	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... answered all my questions in full	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Q6.5 Overall, how well do you feel the reps from each infant formula milk company meet your needs as a midwife or health visitor? Please indicate how well your needs are met using the scale below

	Reps meet your needs very well										Reps don't meet your needs at all
	10	9	8	7	6	5	4	3	2	1	0
Aptamil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cow & Gate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SMA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6.6 Thinking about the contact you have had with Reps from each of the following companies, please indicate what you considered to be the key message coming from each (please write in below)

Aptamil:

Cow & Gate:

SMA:

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+

NEW

Especially for Oliver

- ✓ Reduces the risk of developing CMP* allergy in babies with a family history of allergy
- ✓ Easy to digest
- ✓ Omega 3 and 6 LCPs



*CMP: cows' milk protein

Oliver has a family history of allergy.

New SMA H.A. Infant Milk is a nutritionally complete formula that has been designed to reduce his chances of developing an allergy to cows' milk proteins.

Supporting you to support mums



www.smahcp.co.uk
SMA Careline: 0800 0 81 81 80

Important: SMA H.A. Infant Milk should NOT be used if a baby has already been diagnosed with allergy to cows' milk proteins or is suspected of already having an allergy to cows' milk protein.

IMPORTANT NOTICE: Breast milk is best for babies and breastfeeding should continue for as long as possible. Infant milks should only be used on the advice of a doctor, midwife, health visitor, public health nurse, dietitian or pharmacist, or other professionals responsible for maternal and child care.

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PLEASE OPEN THE ENVELOPE AND LOOK AT THE CONTENTS. PLEASE THEN REPLACE THE CONTENTS BACK IN THE ENVELOPE BEFORE ANSWERING THE FOLLOWING QUESTIONS.

Section 7: Advertising

Q7.1 Have you seen this advert in a journal recently? Please answer below

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Q7.2 If you were to see that ad in a journal, do you think you would stop and look at it, or would you turn the page? Please answer below

Stop & look	<input type="checkbox"/>
Turn page	<input type="checkbox"/>

Q7.3 How interesting did you find the ad? Please answer below

Very interesting	<input type="checkbox"/>
Somewhat interesting	<input type="checkbox"/>
Not very interesting	<input type="checkbox"/>
Not at all interesting	<input type="checkbox"/>

Q7.4 Which one of these impressions did the advertising give you most strongly about SMA? Please select the one answer that best applies.

	Most strongly gave impression
Has the best quality of formula milk products	<input type="checkbox"/>
Offers a range of formula milks	<input type="checkbox"/>
Is the leading brand of formula milk	<input type="checkbox"/>
Understands what it is like to be a Mum	<input type="checkbox"/>

Q7.5 Which other of these impressions did the advertising give you about SMA? Please select all answers that apply

	Gave impression
Has the best quality of formula milk products	<input type="checkbox"/>
Offers a range of formula milks	<input type="checkbox"/>
Is the leading brand of formula milk	<input type="checkbox"/>
Understands what it is like to be a Mum	<input type="checkbox"/>

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Q7.6 Which one of these four words do you think applies most to the advert? Please tick one word only

	Applies
Pleasant	<input type="checkbox"/>
Interesting	<input type="checkbox"/>
Boring	<input type="checkbox"/>
Irritating	<input type="checkbox"/>

Q7.7 Which one of these four words do you think applies most to the advert? Please tick one word only

	Applies
Soothing	<input type="checkbox"/>
Distinctive	<input type="checkbox"/>
Dull	<input type="checkbox"/>
Unpleasant	<input type="checkbox"/>

Q7.8 Which one of these four words do you think applies most to the advert? Please tick one word only

	Applies
Gentle	<input type="checkbox"/>
Involving	<input type="checkbox"/>
Weak	<input type="checkbox"/>
Disturbing	<input type="checkbox"/>

Q8.0 Thank you for completing this survey. We would welcome any feedback you have on your experience of completing this survey. Please write any comments below:

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