

Welcome to the Growing Up in New Zealand June quarterly newsletter and kia ora to those of you who have joined our mailing list since March.

In this issue, we have an update on our recruitment progress, answers to your questions about the study and a quick look at when we will be contacting you next.



## Recruitment progress

Back in March, we reported that 1450 women had enrolled in Growing Up in New Zealand. Right now, we have 4200 women enrolled and this number is increasing at more than 200 per week.

We're now at the halfway point of the recruitment phase, and we're confident that we will reach our goal of interviewing 7,800 mothers by the end of 2009.

Have you seen our TV ad over the last few weeks? It features Dr Susan Morton, the study's research director, telling New Zealand about the study and asking women to enrol.

The TV campaign was originally booked to screen only in daytime spots in Auckland, Manukau and Waikato, but in a wonderful surprise for us, the TV networks generously gave Growing Up some free spots in addition to what we had bought. These bonus spots have screened nationally in the evenings, which made the phones, the texts and the website go crazy with enquiries.

The TV ad has been so successful we will be making another one soon to screen at the end of July and August.

**If you know anyone who is pregnant and having a baby this year, you might want to remind them to enrol now because we can't register anyone after they have had their baby.**

Usually we interview our mums-to-be when they are around 28 weeks pregnant, but we can interview women right up to the last week before the baby is due - we've even interviewed women in hospital - but you'll be pleased to know we haven't interviewed anyone in the delivery suite!

## Your questions answered

Here's some of the common questions we have been asked by parents.

**Q. When will you be reporting any of the findings from Growing Up in New Zealand?**

**A.** We expect to publish our first findings in mid-2010, in about a year's time. This is six months after we finish all the pregnancy interviews at the end of December this year.

Q. Will you “save up” all your findings and publish them at the end of the study in 20 years’ time?

A. No. We will publish findings after every set of interviews is completed.

Q. Where will you publish the results?

A. The findings will be published in scientific magazines, as well as in these newsletters, and possibly as news in the paper, on the radio and on TV.

Q. Will my name or my baby’s name be in the research?

A. No, definitely not. We will only publish findings talking about the Growing Up babies as a group. The kind of information we might publish is that 10% of our babies are twins, or that 50% have brown eyes - nothing that can identify you or your baby personally.

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### Any questions? Just phone or email me...

If you have any questions about the recruitment or the research, please email me, Bernadette Cornor, at [b.cornor@auckland.ac.nz](mailto:b.cornor@auckland.ac.nz) or phone me free on 0508 476 946.

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