

Supplementary Online Content

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eTable 1. Comparisons of the Participants’ Characteristics Between Those Who Did and Did Not Complete the Follow-up Surveys at 6 and 12 Months of Child Age

eTable 2. Comparisons of Main Outcomes Between Each of the Intervention Groups and Control Group at 6 and 12 Months of Age (Complete-Case Analysis)

eAppendix 1. Sample of Telephone Transcript (Stage One)

eAppendix 2. Time Points and SMS Messages

eAppendix 3. Main Outcomes and Assessment Questions

This supplementary material has been provided by the authors to give readers additional information about their work.

eTable 1. Comparisons of the Participants' Characteristics Between Those Who Did and Did Not Complete the Follow-up Surveys at 6 and 12 Months of Child Age

Mother's baseline demographics	Survey completion at 6 months			Survey completion at 12 months		
	Yes n (%)	No n (%)	P value	Yes n (%)	No n (%)	P value
Age (years)			0.001			<0.0001
16-24	65 (7)	32 (15)		61 (7)	36 (15)	
25-29	221 (23)	51 (25)		213 (23)	59 (25)	
30-34	371 (39)	71 (34)		359 (39)	83 (35)	
35-39	225 (24)	45 (22)		222 (24)	48 (21)	
40-49	65 (7)	9 (4)		65 (7)	9 (4)	
Country of birth			0.047			0.059
Australia	361 (38)	64 (31)		351 (38)	74 (31)	
Overseas	586 (62)	144 (69)		569 (62)	161 (69)	
Language spoken at home			0.021			0.415
English	525 (55)	97 (47)		501 (54)	121 (51)	
Other	422 (45)	111 (53)		419 (46)	114 (49)	
Annual household income			<0.0001			<0.0001
<\$ 40,000	94 (10)	42 (20)		96 (10)	40 (17)	
\$ 40,000 to \$79,999	208 (22)	44 (21)		199 (22)	53 (23)	
≥\$ 80,000	551 (58)	88 (42)		540 (59)	99 (42)	
Don't know	94 (10)	34 (17)		85 (9)	43 (18)	
Employment status			0.001			<0.0001
Employed	604 (64)	107 (51.5)		598 (65)	113 (48.1)	
Other	343 (36)	100 (48)		322 (35)	121 (51.5)	
Unknown	0 (0)	1 (0.5)		0 (0)	1 (0.4)	
Marital status			0.195			0.010
Married/de-facto partner	887 (93.7)	188 (90)		865 (94)	210 (89.4)	
Other	59 (6.2)	20 (10)		55 (6)	24 (10.2)	
Unknown	1 (0.1)	0 (0)		0 (0)	1 (0.4)	
Education level			0.010			<0.0001
University &	642 (67.8)	119 (57)		634 (68.9)	127 (54)	
Up to HSC/TAFE	303 (32)	89 (43)		285 (31)	107 (45.6)	
Unknown	2 (0.2)	0 (0)		1 (0.1)	1 (0.4)	
Father's education level			0.006			0.002
University &	556 (59)	97 (47)		544 (59)	109 (46)	
Up to HSC/TAFE	352 (37)	99 (47)		338 (37)	113 (48)	
Unknown	39 (4)	12 (6)		38 (4)	13 (6)	
Father's employment status			0.143			0.247
Employed	850 (90)	178 (86)		826 (90)	202 (86)	
Other	78 (8)	22 (10)		74 (8)	26 (11)	
Unknown	19 (2)	8 (4)		20 (2)	7 (3)	
First time mother			0.604			0.879
Yes	515 (54)	109 (52)		496 (54)	128 (54)	
No	432 (46)	99 (48)		424 (46)	107 (46)	

*HSC: Higher School Certificate (Year 12), ^TAFE: Technical and Further Education

eTable 2. Comparisons of Main Outcomes Between Each of the Intervention Groups and Control Group at 6 and 12 Months of Age (Complete-Case Analysis)

Outcomes [^]	Tel-support n (%)	Control n (%)	SMS n (%)	Tel-support vs. Control AOR (95% CI)	SMS vs. Control AOR (95% CI)
Outcomes at 6 months	293	316	338		
Exclusive breastfeeding					
Yes	17 (6)	10 (3)	19 (4)	1.42 (0.61 – 3.31)	1.15 (0.76 – 1.74)
No	276 (94)	306 (97)	319 (96)		
Current breastfeeding					
Yes	213 (73)	216 (71)	241 (73)	1.17 (0.81 – 1.67)	1.05 (0.88 – 1.25)
No	77 (27)	90 (29)	91 (27)		
Introduction of solid food					
6 months	148 (48)	118 (35)	151 (43)	1.69 (1.23 – 2.31)*	1.18 (1.01 – 1.38)
Before or after 6 months	163 (52)	219 (65)	201 (57)		
Age of starting tummy time					
<4 weeks	187 (64)	157 (50)	157 (47)	1.80 (1.30 – 2.50)*	0.94 (0.80 – 1.09)
≥4 weeks	104 (36)	157 (50)	179 (53)		
Tummy time frequency					
Every day	268 (92)	284 (90)	309 (92)	1.23 (0.69 – 2.17)	1.08 (0.83 – 1.42)
Not every day	23 (8)	30 (10)	28 (8)		
Drinking from cup					
Yes	129 (44)	105 (33)	134 (40)	1.58 (1.14 – 2.19)*	1.15 (0.98 – 1.35)
No	164 (56)	211 (67)	204 (60)		
Outcomes at 12 months	286	312	322		
Current breastfeeding					
Yes	149 (52)	141 (46)	164 (52)	1.28 (0.92 – 1.77)	1.11 (0.95 – 1.30)
No	135 (48)	164 (54)	154 (48)		
Drinking from cup					
Yes	242 (85)	242 (78)	260 (81)	1.60 (1.05 – 2.43)	1.10 (0.91 – 1.34)
No	44 (15)	70 (22)	62 (19)		
Having bottle at bedtime					
No	176 (62)	145 (46)	194 (60)	1.83 (1.32 – 2.54)*	1.32 (1.13 – 1.54)*
Yes	110 (38)	167 (54)	128 (40)		
Having meal together[#]					
Yes	210 (73)	247 (79)	230 (71)	0.73 (0.50 – 1.07)	0.81 (0.68 – 0.98)
No	76 (27)	65 (21)	92 (29)		
Having family meal[#]					
Yes	176 (62)	155 (50)	175 (54)	1.66 (1.19 – 2.31)*	1.10 (0.94 – 1.29)
No	110 (38)	157 (50)	147 (46)		
Food for reward					
No	220 (77)	220 (71)	235 (73)	1.40 (0.97 – 2.02)	1.07 (0.90 – 1.27)
Yes	66 (23)	92 (29)	87 (27)		
Child active time					
>2 hours/day	259 (91)	265 (85)	279 (87)	1.76 (1.06 – 2.94)	1.07 (0.86 – 1.34)
≤2 hours/day	26 (9)	47 (15)	43 (13)		
Ever having screen time					
No	109 (38)	79 (25)	114 (35)	1.80 (1.26 – 2.55)*	1.26 (1.06 – 1.50)
Yes	177 (62)	232 (75)	208 (65)		

Note: Sample size is not necessarily 947 and 920 at 6 and 12 months due to missing values.

AOR: adjusted odds ratio, adjusted for recruitment sites. *: P values with Bonferroni correction <0.05.

[^]based on the Australian National Health and Medical Research Council Infant Feeding Guidelines: information for health workers.

[#]“Having meal together” refers to the parents and child sitting and eating a meal together. “Having family meal” refers to a child eating the same meal as their parents

eAppendix 1. Sample of Telephone Transcript (Stage One)

Requirements

During this phone call you should

1. Introduce yourself to the mother
2. Confirm identity of the mother
3. Advise the mother of the potential for call monitoring
4. Provide information about the Healthy Beginnings program
5. Discuss method of feeding once baby is born
6. Emphasise the “breastfeeding is best” message by educating on the benefits of breastfeeding and to dispel any myths around the topic
7. Educate on the breastfeeding guidelines
8. Provide information on the benefits of tummy time and guide
9. Discuss current physical activity habits and inform on suitable physical activity for current stage of pregnancy
10. Educate on the benefits of pelvic floor exercises
11. Enquire about mothers emotional well-being and determine psychosocial vulnerability factors that may need to be discussed and addressed with possibility for further referral
12. Gather information on social support available to mother and provide information on appropriate support services
13. Set goals for each Key Learning Area that will revisited at each phone call

1. **Introduction & Privacy**

Take time to introduce yourself and explain the purpose of your call

Good morning/afternoon. Am I speaking with _____ My name is _____ . I am a nurse from the Sydney Local Health District and I am calling you today as you have registered as part of the Healthy Beginnings Trial. Is this a good time to talk? This call may take about 20 minutes. Do you have the time now?

I am here to support you and explore any concerns you may have about this exciting, upcoming stage of your life. I am able to offer support and health tips, and will be asking you questions, as part of the trial. You will be supported with one phone call at each stage of the program.

I need to advise you that this call may be monitored, and that all information is confidential, except where there are any safety concerns for you. Are you happy if we continue?

All information provided in the interview will be confidential. Any information that identifies individuals will be removed. All of the study findings will be presented as grouped responses and will not identify any individual mothers or babies

2. **Leaving a message**

Good-morning, this is a message for (mother's name) it is (your name), the nurse with the Healthy Beginnings program. I am calling as you have registered with the Healthy Beginnings Trial. I would like to discuss your health during your pregnancy and answer any questions you may have. I will attempt to contact you again in the next day or so however, should you wish to contact me you can do so by calling or texting (phone number) between 9am – 4pm, and we can return your call.

3. Provide a brief overview of the Healthy Beginnings program and answer any questions she may have.

Healthy Beginnings is designed to provide you with the information you may need to help you stay healthy, during and after your pregnancy. Once your baby is born, can you please let us know by SMS or phone call? We are here to support you and provide you with information for you and your baby's health. You will receive 6 booklets over the course of the program that will be in line with these phone calls. This is the first phone call that covers Stage 1: Antenatal Booklet. It would be helpful if you could read the booklets prior to our phone calls, so we can discuss any questions that you may have.

4. Inform the to-be mother about the topics you will cover in this particular call.

(Name of mother), I would like to talk to you about a few topics today. Please feel free to ask me any questions as we go. We can discuss questions or concerns you may have, about you or your baby. Every mother and baby will have different experiences and circumstances; I am here to support & guide you and hopefully help you feel more at ease about the coming months. Do you have the Healthy Beginnings information booklet with you? As you can see, we will cover the topics: breast feeding, tummy time for your baby, your physical activity including pelvic floor exercises and social support.

5. KEY AREA 1- INFANT NUTRITION

The aim of this module is to provide non-judgemental, evidence –based advice on breastfeeding. Refer to educational module below if required, to answer questions about breastfeeding. **Use your clinical judgement to determine if the feeding practice chosen by the method is appropriate. And offer guidance if necessary.**

Set a goal with mother regarding feeding and note that down.

How have you decided to feed your baby? Why you have chosen this method?

It is great that you have chosen to breastfeed, as you can see from the letter you received that there are many health benefits for yourself and the baby. Do you have any questions or concerns? It is important to remember that breastfeeding is a skill to learn for both you and your baby and you may face some issues when you start breastfeeding. I will do my best in our next phone call to help you with any of these problems and ask your midwife, lactation consultant, attend antenatal breastfeeding classes or Australian Breastfeeding Association Group or GP for information along the way

Would you like any information on the benefits of breastfeeding or practical aspects of breastfeeding?

So the important messages are to aim to exclusively breastfeed for 6 months and the longer you breastfeed the better health benefits are for both you and your baby.

- Exclusively breastfeed with no other milks, food or drinks until 6 months
- At 6 months you can start to offer solid foods

Information about solid foods will be covered in a later phone call

- You should continue breastfeeding till 12 months or longer
- The longer you breastfeed the better
- There are health benefits to continue breastfeeding into your baby's second year, which is recommended by WHO.
- If you're not sure about breastfeeding you can always start. It may take up to 6 weeks to feel confident and comfortable with breastfeeding your baby.
- If you need help ... ask for it. Ask Midwife, GP, Lactation Consultant and CFHN. Local BF Support Clinic (if available in their area).

Goal 1: So can we set the first goal as you will breastfeed your baby from birth.

If mother is uncertain about what feeding method is best, or displays hesitation towards breastfeeding, encourage mother to start with breastfeeding and then move onto formula feeding if required.

Breastfeeding is best for both you and your baby. Many women have initial concerns about breastfeeding. What are the aspects of breastfeeding that are concerning you? Is there anything in the booklet that you would like to discuss?

Goal 1: Mother aims to breastfeed initially

If mother is choosing to formula feed, inform her that you will provide more information about formula feeding in subsequent phone calls. "Mother will safely formula feed" as Goal 1

It is important to do what is best for you and your baby. We will support you in what you have chosen. May I ask what is influencing your decision to formula feed your baby? Is there any information that you may need to help support you? (or help you make a decision?) Your midwife will provide you with information about how to formula feed safely and appropriately. I can support you with this in future phone calls.

Goal 1 Mother aims to formula feed baby from birth

(Information will be send out to expectant Mother with the next Booklet.)

EDUCATIONAL MODULE ON BREAST FEEDING IS BEST

Only provide this information if mother is interested or you deem it will be important in setting goals.

Information on Benefits of Breastfeeding

Breastfeeding is best for baby

- It meets all your baby's nutritional requirements for the first 6 months
- Right nutrients in the right quantities to help baby grow
- Breast milk modifies itself to suit the changing needs of your baby's body
- Skin to skin contact and close interaction is an important bonding time for mother and baby and can increase milk supply
- Protects against infections and gastroenteritis, reduced risk of allergy, asthma and respiratory tract and ear infections
- Reduces risk of obesity and diabetes in childhood and adulthood
- Better cognitive development (brain) eyesight, speech and jaw development
- More easily digested
- Reduces risk of SUDI (sudden unexpected death in Infancy) and some childhood cancers

Breastfeeding is best for mother

- helps the uterus reduce to pre-pregnant state
- Assist in returning to pre-pregnancy body weight
- May delay the return of fertility
- May reduce the risk of some breast, ovarian and endometrial cancers

Breastfeeding is best for the family

- A healthier baby means less doctor's visits and lower healthcare costs
- Breastfeeding is cheaper than formula
- Safer and more convenient
- Enhances mother and baby relationship/bonding.

Guidelines

- Exclusively breastfeed with no other milks, food or drinks until 6 months
- At 6 months you can start to offer solid foods

Information about solid foods will be covered in a later phone call

- You should continue breastfeeding till 12 months or longer
- The longer you breastfeed the better
- There are health benefits to continue breastfeeding into your baby's second year, which is recommended by WHO.
- If you're not sure about breastfeeding you can always start. It may take up to 6 weeks to feel confident and comfortable with breastfeeding your baby.
- If you need help ... ask for it. Ask Midwife, GP, Lactation Consultant and CFHN. Local BF Support Clinic (if available in their area).

How Breast milk is made

- The first milk is called colostrum. It is rich and thick and concentrated. It has been present since you were 18 weeks pregnant.
- Nutritionally rich and provides an immunological protection
- After birth, a hormone is released which signals your breasts to commence making breast milk
- When your baby starts suckling another hormone releases your milk into your milk ducts
- Milk flows towards the nipple as your baby suckles - this is the "Let-down" reflex
- Milk will change over the next week to be lighter in colour and increase in volume
- The more your baby feeds the more milk you will produce
- Normal to leak milk and feel "let-down" reflex when cuddling baby or crying
- Leaking of milk may happen in pregnancy as well
- It is suggested to have your breasts examined by your Midwife, GP or Obstetrician or LC.

Refer to Breastfeeding your Baby NSW Health Resource if required

KEY ACTIVITY 2 - TUMMY TIME

The aim of this module is to inform mother about Tummy Time and set a goal around Tummy Time for the first month of the baby's life.

6. Refer to mail out about the importance of Tummy Time

So the next area for discussion and goal setting is to about tummy time for your baby. As it says in the booklet tummy time is supervising your baby while they are placed on their tummy to strengthen their back, neck and shoulder muscles which help with development of movement skills.

Help avoid flat spot at back of head (plagiocephaly)

Gives opportunities for brain development as baby can see more of the world around them

Reduces the risk of SUDI (Sudden Unexpected Death in Infancy)

7. Assess mother's confidence in meeting Tummy Time goals

The guidance for supervised tummy time is that it should be done for 1-2 minutes, at least 3 times a day, at different times of day, after the first week of life. How do you feel about this? Do you think this is something you feel confident in doing? Any questions?

Guidance:

Commence tummy time after the first week of birth

Baby may not like tummy time at first – it will get easier with practice

Supervised tummy time

1-2 minutes at least 2-3 times per day

Try tummy time after a feed or bath, nappy change time, during baby massage

On you or your partners chest when lying down or seated comfortably or support in a recliner chair – see pamphlet

Based on mother's confidence, set a realistic goal

Goal 2: It may be helpful to set a goal for tummy time so we can discuss this in the next phone call

"Mother aims to perform 1-2 minutes of supervised tummy time, 3 times every day"

KEY ACTIVITY 3- PHYSICAL ACTIVITY FOR MOTHERS

The aim of this module is to provide mother with advice on the physical activity guidelines during pregnancy and provide encouragement to stay active during and after pregnancy.

8. Ask mother what type of physical activity she is currently doing

The next area to discuss and goal set is around physical activity for yourself? Are you currently doing any physical activity? What type of activity, for how long, and how many times a week?

Check: lack of exercise? Too much? Unrealistic view? Do you plan to continue to do this or change the activity? What sort of exercise do you think you can do? What is a realistic starting point for you?

What options are you thinking about?

9. Provide brief advice on appropriate physical activity during pregnancy

Do you have any concerns about exercising during pregnancy? As the booklet states – recommended physical activity levels for pregnant women are 150 minutes of moderate intensity, or 75 minutes of vigorous intensity exercise per week. You could start gently and slowly, listen to your body, and increase time to around 20 and then 30 minutes per day.

- Stop if there is pain or discomfort
- Walking, swimming, stationary bike or low impact exercise classes are appropriate
- Exercise for about 30 minutes on most days
- Warm-up beforehand and then cool down
- Exercise till you are puffed but still able to have conversation
- Avoid contact sports and use caution when participating in sports that have a risk of falling
- Drink water before, during and after exercising.

10. Goal 3: Set a realistic goal with mother around physical activity, based on her preferences of activity and timing

Do you think you would be able to go for a 30 minute brisk walk, 5 times a week (Goal 3)?
Okay, so lets make that the next goal.

11. Remind mother of the importance of pelvic floor exercises

Another important form of exercise is to do pelvic floor exercises. Are you aware of these? What is your understanding? It is important to be aware of your pelvic floor muscles in pregnancy, and to start doing specific pelvic floor exercises to keep them activated and toned. This can contribute to good long term pelvic floor health for later on. Commence these exercises now, if you are not already doing them. Do you know how to do them? Do you need any more information about this?
After birth, if you are having issues or are leaking urine we can discuss this in a future phone call.

Guidance

Pelvic floor exercises

The pelvic floor is a group of muscles that support the bladder, womb and bowel. It is important for you to exercise the pelvic floor muscles during your pregnancy and after your birth, especially if you leak urine when you cough, sneeze, or laugh, or if you find it hard to control passing wind, you may have weak pelvic floor muscles. It is recommended that you perform these. Check out the '*Exercises before & after birth*' resource or the '*Continence Foundation*' for general exercise tips and information on how to exercise your pelvic floor muscles.

A pelvic floor exercise is just a squeeze and lift of the muscles as if you are holding on to wind or a "wee". Before your baby is born, you may be able to hold the muscles tight for up to 10 seconds. After the birth, you may find you can only hold the muscles tight for 2 – 3 seconds. In the first few days, try a few gentle pelvic floor squeezes regularly to ease pain and aid healing. Once you feel comfortable, try to squeeze as strongly as possible and hold for as long as you are able. Do a tummy tuck at the same time as these muscles work together. Repeat as many times as you can, resting for a few seconds between each squeeze. Each time you do your exercises, try to do this same number of pelvic floor exercises in a row. Also try to do as many quick squeezes as slow ones. Repeat this at least 3 times every day in any position, but make sure you don't hold your breath. Gradually progress your exercises, aiming to reach 10 repetitions of 10 seconds, plus lots of quick squeezes. Once the muscles feel strong and you have good bladder control, you can do your exercises once per day.

If Mother-to-be finds this difficult, encourage her to perform pelvic floor exercises every time she has a drink, stops at traffic lights, or at breakfast, lunch and dinner times.

Goal 4 : Can we set the goal at practising pelvic floor exercises every day? Let's try a starting point of 10 sets of exercises at least 3 times a day.

KEY AREA 4 - SOCIAL SUPPORT

The aim of this module is to gather information about social support available to mother and to provide information on services available to her.

12. Provide encouragement and support to mother around concerns about pregnancy and child birth

We are just going to talk about your emotional health and how you think you will be after your baby is born. We will also look at your social supports. So, how are you feeling at the moment about your pregnancy and about becoming a Mum? (or becoming a Mother again – if subsequent baby).

How are things going for you? Have you felt like this before? Is this feeling normal for you? Is there anything troubling you, or stopping you from enjoying everyday things?

If woman is a multip., ask her :-

Have you experienced P.N.D. before? How are you feeling now?

Gather information about vulnerability factors to perinatal anxiety and depression.

How are you feeling emotionally?

Have you experienced anxiety or depression previously?

Would you like some information on where to get some professional help?

Guidance:

It can be normal to feel a little nervous or overwhelmed at times. It is important to try to take each stage of your pregnancy and child birth one step at a time. It is also important to know when to ask for help.

[See what the woman says here and respond accordingly. Reflect back on her actual words used. E.g. "You said that you are feeling...sad/nervous/anxious, or... Listen and see what she says.] (See Resource Folder for support services the woman may access – including G.P., Psychologist, Beyond Blue, Community Mental Health Worker/Team).

Refer to the mail out regarding the support services that are available to her.

13. Gather information on social support networks available to mother, for reference in future phone calls

The evidence shows that the more support new mothers have the easier their transition to parenthood will be.

Have you thought about the first few weeks when you are home with your baby? What supports do you have in place?

If all is O.K.

That's great to hear that you are doing so well. I am wondering – have you anyone to support you once the baby arrives?

Have you thought about the first few weeks when you are at home with your baby? What supports do you have in place?

Ask – if this does not come up in discussion:-

Who are your main support people?

What about a partner? Are they involved?

Do you have any family or friends that are supportive of you?

Do you have any family living nearby who are willing and able to help you?

Do you have a GP you visit regularly?

Do you have any friends that are at a similar stage of pregnancy as you?

(Does the woman have friends from an existing NPG / church group , etc ?

It is important to ask for help as you need it – at the time – especially if family or friends are offering to help you. Making meals and doing jobs around the house for you can be very helpful. It may free you up for some time to yourself or for some self care.

What helps you to feel good? What can you do for yourself?

Once baby is born, you can put baby in a pram or sling and go for a walk to a park, or see a friend – social contact can help to rejuvenate you.

14. Refer to mail out regarding the support services available to her.

Goal 5: Set goal for emotional wellbeing and social support

As you can see in the booklet, there are many services available to you. You can gather support from family, friends, and your partner, G.P., Midwife, Obstetrician or your local Early Childhood Health Nurse. They are there to help you with any questions you may have regarding parenthood and the health of your baby.

Goal 5 : We know that this is important, so let's set a goal regarding your emotional wellbeing, planning support and looking after yourself. How about: To keep a check on your emotional wellbeing and every day you will try to do something for yourself.

KEY AREA 5 - IMMUNISATIONS

15. Remind mother about immunisations

Lastly..... I am going to remind you about immunisations..

Are you up to date with all your immunisations?

As discussed in the booklet, it is important to stay up to date with immunisations. This helps to keep you and your baby healthy. Check with your GP to make sure you and your family including children, partner and grandparents or friends that will be in contact with you and your baby in the early months are up to date with all immunisations.

Goal 6. To ensure you and your partner, family and friends are up to date with immunisations

Whooping cough, measles and the flu shot are all highly recommended for the pregnant woman, her partner and grandparents of the baby.

If Mother-to-be is concerned regarding autism, inform her that the one study that was published was rescinded – not founded on factual information, and the study has never been replicated. All data was refuted.

CLOSING THE PHONE CALL

Emphasise goals set and set up next phone call

Thank you _____(name) , for your time today and answering the questions. We will finish up now, but just to review:

We discussed how you would like to (breastfeed or) which is (Goal 1). If you have any issues we will discuss it at the one-month phone call. We also talked about how you would like your baby to do 1-3 minutes of Tummy Time 3 times a day (Goal 2) and that you would like to go for a 30 minute brisk walk, 5 times a week (Goal 3). Practise pelvic floor exercises 10 sets 3 times a day. (Goal 4) And plan self-care for your emotional wellbeing (goal 5).

Lastly, to ensure everyone in the family is up to date with their immunisations (Goal 6).

I hope everything goes well with the birth and please contact us once your baby is born. We look forward to speaking to you at Stage 2 of the study.

eAppendix 2. Time Points and SMS Messages

SMS Scheduling CHAT Study		
ANTENATAL SCHEDULE		
Reference date: point of recruitment (third trimester)	DAYS after ref date	Message content
	7	Hi [x] welcome to Healthy Beginnings. You will receive SMS and booklets on looking after your health and your baby's. For any questions send us a text and we will get back to you
	10	Starting to think about what to feed your baby? Breastmilk meets all your baby's nutritional needs for the first 6 months. Read more in the 'Antenatal' booklet
	14	Eating a variety of healthy foods & regular exercise will help you feel good. For tips call Get Healthy today 1300 806 258 & chat with a health coach
	17	Plan to breastfeed your baby? For any questions see GP/Midwife or send a text. Skin to skin contact in the first hour after birth is ideal for breastmilk supply
	21	Are you up to date with your immunisations? If unsure, your GP can help. Immunisations are important to protect the health yours and your baby's
	24	Learning about breastfeeding before birth can help boost your confidence. See 'Breastfeeding your Baby' booklet or if you would like more support send us a text
	28	You are getting close or may have already given birth by now. Just checking in to see how you are going? If you feel that you need some support send us a text
	31	Breastfeeding tips after birth include: <ul style="list-style-type: none"> - breastfeed in the first hour - watch your baby's cues - good latch is important - get help if needed
POSTNATAL SCHEDULE		
Reference date: Date of birth	DAYS after ref date	Message content
	10	Breastfeeding can take up to 6 weeks until you feel confident. If you experience any difficulties respond to this text so we can get you some support
		Planning to formula feed? 'Starter' or 'First infant formula' is the only formula your baby needs until 12 months of age
		Breastfeeding can take up to 6 weeks until you feel confident. If you experience any difficulties respond to this text so we can get you some support

	13	Congratulations [x] on the birth of your baby. Giving birth can be exhausting and your body needs time to recover. The '0-2 Months' booklet has information on looking after yourself
	15	Remember to let us know how you are feeding your baby to receive the right information. Text: BF (Breastfeeding only) MF (Breast & Formula) FF (Formula only)
	17	How is breastfeeding going? Be sure to check the position & attachment of your baby. Read the '0-2 Months' or 'Breastfeeding your Baby' booklet or send us a text When you are preparing formula, it is important to do it right. Check out the 'Formula feeding' sheet for steps on how to safely prepare infant formula If you are mix feeding it is important that you breastfeed your baby first to keep up your supply. See a lactation consultant or send a text for more support
	20	Supervised tummy time helps strengthen your baby's head, neck and shoulders. Start by laying your baby on their tummy while on your chest. Try doing it 3 times/day for 1-2 minutes
	23	Babies show signs when they are hungry, full or tired. Stirring, mouth opening or turning their head are early hunger signs. See the '0-2 Months' booklet Babies show signs when they are hungry, full or tired. Stirring, mouth opening or turning their head are early hunger signs. See the '0-2 Months' booklet Babies show signs to tell you when they are hungry, full or tired. Stirring, mouth opening or turning their head are early signs of hunger. See the '0-2 Months' booklet
	27	If family/friends offer help to clean, cook or do shopping SAY YES! This will help you rest & ensure you are eating well. Read the '0-2 Months' booklet for more
	662	Is [y] waking more often? They may be experiencing a change in growth & development. Follow their hunger signs. See '0-2 Months' booklet Is [y] waking more often? They may be experiencing a change in growth & development. Follow their hunger signs. See '0-2 Months' booklet Is [y] waking more often? They may be experiencing a change in growth & development. Follow their hunger signs. See '0-2 Months' booklet
	33	If you are feeling sad, anxious or hopeless & you've been like this for a while, ask for help. Contact BeyondBlue on 1300224636 or send us a text for support
	95	Enjoy your day out. Tips for breastfeeding in public: wearing a 2 piece outfit, use a wrap or find a baby feed room. See the '2-4 Months' booklet for more Enjoy a day out with your baby. The 'Formula Feeding' handout has some tips on the best way to prepare and store formula milk while going out Enjoy a day out with your baby. The '2-4 Months' booklet has tips on breastfeeding in public and storing expressed breast or formula milk while going out

97	To help calm a crying baby try settling methods like cuddling, swaying, a walk in the pram, baby massage or a warm bath. Read the Healthy Beginnings booklets for more
100	Last time you stated you were breastfeeding; please let us know if anything has changed to receive the right information? Text: BF (Breastfeeding only) MF (Breast & Formula) FF (Formula only)
103	Wondering when to start solids? Your baby is not ready yet. It is recommended to introduce solids at around 6 months. Breastmilk is all they need until then
	Wondering when to start solids? Your baby is not ready yet. It is recommended to introduce solids at around 6 months. Formula milk is all they need until then
	When to start solids? Your baby is not ready yet. It is recommended to introduce solids at around 6 months. Breast and formula milk is all they need until then
107	Take some time out for yourself. When baby is sleeping try to do something for yourself that you enjoy. Check out the Healthy Beginnings booklets for some ideas
110	Your baby may want more breastfeeds on some days than others. This is normal. Appetites can change. Remember to go by their feeding cues. See '2-4 Months' booklet'
	Your baby may want more feeds on some days than others. This is normal. Appetites can change. Remember to go by their feeding cues. See the '2-4 Months' booklet
	Your baby may want more feeds on some days than others. This is normal. Appetites can change. Remember to go by their feeding cues. See the '2-4 Months' booklet
114	Your baby may be awake for longer & more playful. Tummy time and floor play with your baby 2-3 times/day up to 10-15 minutes will help with their physical and mental development
117	Signs that baby is getting enough breastmilk: 6-8 wet nappies/24 hrs, increase in weight & length & is content. Read the '2-4 Months' booklet or send a text
	Signs that your baby is getting enough formula: 6-8 wet nappies/ 24 hrs, increase in weight & length & is content. Read the '2-4 Months' booklet or send a text
	Signs that baby is getting enough breastmilk: 6-8 wet nappies/ 24 hrs, increase in weight & length & is content. Read the '2-4 Months' booklet or send a text
121	It's that time again. 4 month immunisations are due. See your GP. It can be comforting to be feeding your baby while they are having their injections
155	Is [y] waking more at night? You may be getting mixed advice. Remember breastfeeding & soothing methods will help. Read the '4-6 Months' booklet or send a text
	Is [y] waking more at night? You may be getting mixed advice. Remember breastfeeding & soothing methods will help. Read the '4-6 Months' booklet or send a text
	Is [y] waking more at night? You may be getting mixed advice. Remember breastfeeding & soothing methods will help. Read the '4-6 Months' booklet or send a text

	157	Looking after yourself is important! Aim for 30 minutes of physical activity every day. Go for a walk with your baby in the pram. You'll feel great. Go for 2 (serves of fruit) + 5 (serves of veg) each day. Check out the Healthy Beginnings booklets
	161	Last time you stated you were breastfeeding; please let us know if anything has changed to receive the right information? Text: BF (Breastfeeding only) MF (Breast & Formula) FF (Formula only)
Reference date: Date of birth	164	Breastmilk is meeting all your baby's nutritional needs. Sleep & settling needs may change as your baby grows and develops. See '4-6 Months' booklet
		Formula milk is meeting all your baby's nutritional needs. Sleep & settling needs may change as your baby grows and develops. See '4-6 Months' booklet
		Breastmilk and formula is meeting all your baby's nutritional needs. Sleep & settling needs may change as your baby grows and develops. See '4-6 Months' booklet
	167	Playing with your baby is important- make it fun! Smile, sing, hug and play Peek-a-boo. You are their favourite toy! Read '4-6 Months' booklet
	170	It is great that you have continued breastfeeding for you and your baby. Well done! Make sure you treat yourself and celebrate
		Still following the instructions on making formula safely? Well done! Remember your baby will tell you how much they need
		It is great that you have continued breastfeeding for you and your baby. Well done. Make sure you treat yourself and celebrate
	174	Time flies! 6 month immunisations & the 6-8 month Blue Book health check are due too. Make an apt at your C&FH Centre or GP for an appt
	177	When starting solids, it is important to keep breastfeeding. Start with solid foods first and then give a breastfeed within an hour. See '4-6 Months' booklet
		When starting solids continue using the same type of formula. Start with solid foods first and then offer formula within an hour. See '4-6 Months' booklet
		When starting solids, keep breastfeeding or using the same formula. Start with solid foods first and then offer milk within an hour. See '4-6 Months' booklet
	181	An exciting new stage is almost here! At 6 months start offering your baby solids. Offer high iron sources like meats, iron-enriched rice cereal, and legumes
	215	Planning to return to work or study? To combine breastfeeding and work or study, see '6-8 Months' booklet, or see your local C&FH Nurse or send a text for support
Is formula still [y]'s main drink? Formula is all they need until 12 months. Milk and cooled boiled water can be given from a cup. Read '6-8 Months' booklet		
Planning to return to work or study? To combine breastfeeding and work or study, see '6-8 Months' booklet, or see your local C&FHN or send a text for support		

	217	How are you feeling emotionally? At your baby's 6-8 month check discuss your emotional well-being, Contact BeyondBlue: 1300224636 or send us a text for support
	221	Last time you stated you were breastfeeding; please let us know if anything has changed to receive the right information? Text: BF (Breastfeeding only) MF (Breast & Formula) FF (Formula only)
	224	Thinking about cutting down on night feeds? If [y]'s been developing well, try cutting back by using soothing methods. Read '6-8 Months' booklet or send a text
		Thinking about cutting down on night feeds? If [y]'s been developing well, try cutting back by using soothing methods. Read '6-8 Months' booklet or send a text
		Thinking about cutting down on night feeds? If [y]'s been developing well, try cutting back by using soothing methods. Read '6-8 Months' booklet or send a text
	228	Offer baby a variety of foods with different colours, tastes and textures. It is normal for babies to refuse a food up to 10 times before they will take to it
	231	After 6 months offer high iron and calcium foods before breastfeeds. Remember breastmilk is still the main food – Keep going! Read '6-8 Months' booklet
		After 6 months offer high iron and calcium foods before milk feeds. Remember formula is still the main food. Read '6-8 Months' booklet
		After 6 months offer high iron and calcium foods before milk feeds. Remember breast & formula is still the main food. Read '6-8 Months' booklet
	235	Healthy, home-prepared snacks for you and your baby are best. Some ideas are cheese, fruit & veggies, bread with nut paste or avocado. See '6-8 Months' booklet
Reference date: Date of birth	238	Continue to breastfeed your baby for as long as you both desire. Breastmilk continues to give your baby nutritional and health benefits – now and for life
		Keep offering your baby formula milk until they are 12 months of age. Full fat cow's milk can then be given as a drink after your baby is 12 months old
		Continue to offer breastmilk and formula. You can continue to offer expressed breastmilk in a bottle as long as you and your baby want to keep going. Well done
	242	Drink the water and eat the fruit! No juices, soft drinks or flavoured waters. Water is the only drink they need in their cup. Read '6-8 Months' booklet
	275	Have you started giving your baby soft finger foods? Letting them play and explore food can make family meal times very enjoyable. Read '8-12 Months' booklet
		Have you started giving your baby soft finger foods? Letting them play and explore food can make family meal times very enjoyable. Read '8-12 Months' booklet
		Have you started giving your baby soft finger foods? Letting them play and explore food can make family meal times very enjoyable. Read '8-12 Months' booklet

	277	Make time for connection and communication with your partner, family or friends. A coffee or a walk together can be just what you need
	281	Last time you stated you were breastfeeding; please let us know if anything has changed to receive the right information? Text: BF (Breastfeeding only) MF (Breast & Formula) FF (Formula only)
	284	Any concerns with your baby’s teeth and breastfeeding? Contact a C&FH Nurse, Australian Breastfeeding Association or send us a text Do you put [y] to sleep with a bottle? This may contribute to tooth decay & ear infections in your baby. Read ‘8-12 Months’ booklet for more Do you put [y] to sleep with a bottle? This may contribute to tooth decay & ear infections in your baby. Read ‘8-12 Months’ booklet for more
	288	Your baby needs to be active every day and does not need any screen time. Playing with other babies in a safe, supervised area will help them develop socially
	291	Continue to breastfeed your baby for as long as you both desire. Breastmilk continues to give your baby nutritional and health benefits. For more support send us a text Continue to offer formula until baby is 12 months and then full fat cow’s milk in a cup. Low fat milks are not appropriate for children under 2 years of age After 12 months you baby no longer needs formula but continue to breastfeed your baby for as long as you both desire. Breastmilk gives your baby nutritional and health benefits. For more support send us a text
	295	Do you take time out for yourself [x]? Try to find time to unwind, do physical activity or something you enjoy. You deserve it! Read the Healthy Beginnings booklets
	298	Thanks for taking part in Healthy Beginnings! We hope it’s been helpful. We will be in contact with you soon to do the 12 month survey. Thank you for your time! Thanks for taking part in Healthy Beginnings! We hope it’s been helpful. We will be in contact with you soon to do the 12 month survey. Thank you for your time! Thanks for taking part in Healthy Beginnings! We hope it’s been helpful. We will be in contact with you soon to do the 12 month survey. Thank you for your time!
	302	Congratulations your baby is almost 1 year old! Hasn’t that gone by quickly? The 12 month Blue Book developmental check is coming up! That means vaccinations too

eAppendix 3. Main Outcomes and Assessment Questions

Main Outcomes	Assessment Questions*
at 6 months	
Current breastfeeding	<ul style="list-style-type: none"> Since this time yesterday, has [child's first name] been breastfed? Prompt: Breastfed includes giving expressed breast milk <ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Refused [<i>don't read</i>]
Exclusive breastfeeding	<ul style="list-style-type: none"> Since this time yesterday, did [child's first name] receive any of the following? READ COMPLETE LIST <ul style="list-style-type: none"> i. Vitamins, mineral supplements, medicine Yes No ii. Plain water Yes No iii. Sweetened or flavoured water Yes No iv. Fruit juice Yes No v. Tea or infusion Yes No vi. Infant formula Yes No vii. Solid or semi-solid food Yes No viii. Thickener in bottle Yes No ix. Other (specify) _____ <input type="checkbox"/> Refused [<i>don't read</i>]
Introduction of solid food	<ul style="list-style-type: none"> At what age was [child first name] first given solid food? <ul style="list-style-type: none"> _____ weeks _____ months Don't know [<i>don't read</i>] Refused [<i>don't read</i>]
Age of starting tummy time	<ul style="list-style-type: none"> At what age did [child first name] start spending time on [his/her] tummy when [he/she] was awake? <ul style="list-style-type: none"> _____ days _____ weeks _____ months Don't know [<i>don't read</i>] Refused [<i>don't read</i>]
Tummy time frequency Every day Not every day	<ul style="list-style-type: none"> How many days each week does [child first name] spend time on their tummy when he/she is awake? <ul style="list-style-type: none"> Not at all _____ days a week Don't know [<i>don't read</i>] Refused [<i>don't read</i>] How many times per day do you place [child first name] on his/her tummy when he/she is awake? <ul style="list-style-type: none"> _____ times a day Don't know [<i>don't read</i>] Refused [<i>don't read</i>]
Drinking from cup Yes No	<ul style="list-style-type: none"> Is [child first name] drinking from a cup? <ul style="list-style-type: none"> Yes No Don't know [<i>don't read</i>] Refused [<i>don't read</i>]
At 12 months	
Current breastfeeding Yes No	<ul style="list-style-type: none"> Is [child first name] currently being breastfed? <ul style="list-style-type: none"> Yes No Don't know [<i>don't read</i>] Refused [<i>don't read</i>]
Drinking from cup Yes No	<ul style="list-style-type: none"> Is [child first name] drinking from a cup? <ul style="list-style-type: none"> Yes No

	Refused [don't read]
Having bottle at bedtime Yes No	<ul style="list-style-type: none"> Does [child first name] have a bottle to go to bed? Yes [this includes sometimes] No Refused [don't read]
Having meal together Yes No	<ul style="list-style-type: none"> How often do you sit down for family meals together? Rarely Never Some of the time Most of the time Always Don't know [don't read] Refused [don't read]
Having family meal Yes No	<ul style="list-style-type: none"> At meal times, how often do the adults in the house have the same food as the child? Rarely Never Some of the time Most of the time Always Don't know [don't read] Refused [don't read]
Food for reward Yes No	<ul style="list-style-type: none"> Do you ever give your child food to encourage good behaviour? (Eg you can have dessert if you eat your meal, if you stop crying you can have this snack) Yes No Don't know [don't read] Refused [don't read] How often do you give [child first name] food to encourage good behaviour? Rarely Never Some of the time Most of the time Always Don't know [don't read] Refused [don't read]
Child active time >2 hours/day ≤2 hours/day	<ul style="list-style-type: none"> Over the last seven days, how much time does [child first name] usually spend being active and moving around per day? None 0 – 15 mins 15 – 60 minutes 1 – 2 hours >2 hours Don't know [don't read] Refused [don't read]
Ever having screen time Yes No	<ul style="list-style-type: none"> Has [child first name] ever had any screen time? This includes watching TV, using a smart phone or watching an iPad? Yes No Don't know [don't read] Refused [don't read]

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