



Baby Care Education & Research Study Opportunity

You may be eligible to receive a new educational program designed by health care experts to help you make decisions about caring for your baby

What is TodaysBaby?

- ◆ The TodaysBaby™ Programs contain up-to-date information on baby sleep, baby feeding, or baby-parent interactions.
- ◆ Participants receive baby care information in the form of short videos, delivered via private Facebook groups.
- ◆ Researchers are interested in learning what parts of the TodaysBaby™ programs are best at helping parents to make the best decisions about caring for their baby.

What will happen if I choose to participate?

- ◆ You will receive free baby care educational videos and messages throughout your pregnancy and until your new baby is 6 months old.
- ◆ You will complete surveys and answer text message questions about how you plan to take care of your baby.
- ◆ You will receive up to \$50 in gift cards to thank you for your time.

You may be eligible to participate if:

- ◆ You are at least 18 years old
- ◆ You are currently pregnant and less than **30 weeks** along.

If you are interested in learning more about the TodaysBaby™ Programs, see if you are eligible to participate by scanning the QR code below:



If you are unable to scan the QR code with your phone, you can sign up to learn more at todaysbaby.org/enroll?ws=0 or contact Nicole Geller by email at tdybaby@bu.edu or by phone at 617-206-6269.