

WINTER NEWSLETTER: LAUNCH UPDATE FOR FAMILIES

March 2026



Here's one of our younger participants getting measured at our Doncaster location



Hello from the Growing Well Team!

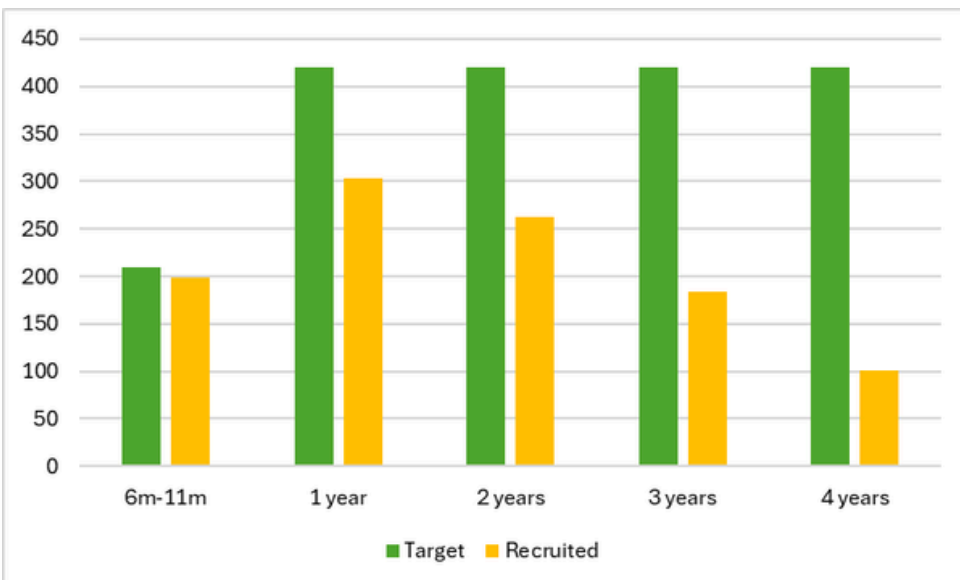


As we move through our winter launch, we want to say a huge thank you to all the parents and children who have taken part so far. Your time, enthusiasm, and willingness to get involved have been fantastic. We'd also like to thank the local councils, children's centres, family hubs, nurseries, and community venues who have welcomed our teams and helped spread the word.

How the study is going

We're delighted to share that families have been joining from across all three of our study regions. So far:

- 1,049 parents have completed the online survey
- 696 children have already attended or have an upcoming measurement appointment



Children aged 6 months to 4 years can take part, and recruitment will continue until the middle of the year. We've had particularly strong engagement from families with younger children, and we're now working to reach more 3- and 4-year-olds through nurseries, early years settings, and reception classes.

We're also keen to include more children following vegan, vegetarian or dairy-free diets so that the study is reflective of modern dietary patterns.

Diet data collection is underway

We've now begun the next stage of the study: collecting information about what children eat and drink on 3 separate days. Parents will receive invitations to complete a short food diary using myfood24, a secure online tool that helps us understand children's diets in more detail. Thank you to everyone who has already taken part — your input is incredibly valuable.

Where we've been — and where we're heading next

Our teams are moving around each region so that families have plenty of opportunities to join:

- East London: We've been in Tower Hamlets and Waltham Forest, moving to Newham in May-June.
- Doncaster: We've been in central and South-West locations, moving to North and East areas.
- Leeds: We've been popping up around the city and now have a regular central location. (more dates to be announced soon).

Helping more families hear about the study

If you've enjoyed taking part, or know someone who might be interested, we'd love your help in spreading the word. A quick mention to a friend, a share on a WhatsApp group, or passing on our flyer can make a real difference in helping other families hear about the study.

Thank you again for being part of Growing Well. Together, we're helping build a clearer picture of how young children across the UK are growing and thriving.

**Warm wishes,
Diane, Janet, Sofia & Chloe
The Growing Well Study Team**

