1229 mothers assessed for eligibility from hospital records

100 excluded
54 infants in NICU for 2+ weeks
15 stillbirths or infant deaths
11 home births
9 non-residents of SA
7 < 18 years
4 other (e.g. adoption)

Randomised when child was aged 6 weeks (n=1129)

Allocated to opt-in (n=564)
Invitation letter, information leaflet
Reply form to opt in
Asked to return form if they wished to participate (or telephone or email)

Parents who did not opt in
Could not be contacted
Telephone call when child was aged 10 weeks to parents who did not opt in
Declined to be interviewed
Recruited for interview

Parents who opted in
Could not be contacted
Telephone call when child was aged 10 weeks to parents who opted in
Declined to be interviewed
Recruited for interview

Allocated to opt-out (n=565)
Invitation letter, information leaflet
Reply form to opt out
Asked to return form if they did not wish to participate (or telephone or email)

Parents who opted out
Could not be contacted
Telephone call when child was aged 10 weeks to parents who opted out
Declined to be interviewed
Recruited for interview

Parents who did not opt out
Could not be contacted
Telephone call when child was aged 10 weeks to parents who did not opt out
Declined to be interviewed
Recruited for interview

1^ outcome: Participation rate

2^ outcome: Recruitment rate for interview