



research, what about you know, advising formula feeding and about the type and choosing more expensive formulas and things thinking these are, these are somehow better when actually they're all basically the same. So when that when that we had that research out, I think get involved with the UCL policy press office who have not worked with beforehand. And then we got a lot of publicity for it really for that, for that read piece of research that went in the newspaper. And then it was tweeted quite a bit. So one of the people who retweeted it, when we were tweeting about it was Chris Van Tulika. And who's got a big a big following. It's kind of a celebrity doctor as well it works at at UCLH. And so we got quite a lot of the sent more than 70 tweets about that from quite big organisations as well. So that was really, really good. Then worked, also got involved with the infant feeding and inequalities. A PPG. And rose put me in contact with Vernon Hunt, who has been involved in lots of political lobbying, and we're just saying go along to these events and in person and so on. And so that's something I did and went along and actually spoke to the MP Alison Thewlis, who, Chet who chairs the APG, because she was the only person in the room as I walked in. So I think it was it really wasn't, you know, good to actually go along in person and get involved there and spoke to her about our research. And she wants me to go along when we got our next piece of research out and talk to the talk to the group there. We then came into some some challenges because of timing. So we haven't published that work yet. So then we were debating as a research group, whether we wanted to publicise that, or not. So the idea was to work with third sector organisations, who were already involved in political lobbying and getting people together to political around policy change. So the Food Foundation is someone who I've worked with vaguely before. And they were interested in our labelling work, and they're doing lots of lots of work around feeding young, young children, and especially making sure that they're not forgotten when we're talking about, about food and food labelling and food policy. Because often the very youngest consumers, you know, babies are forgotten in that on that agenda. So they have an annual report called The broken plate report, which always gets a lot of publicity. And I was keen to work with them, and they were interested in our research. But the timing for that wasn't working out well. But then there was some other research we've been doing looking at Ultra processed food intake. Among in, in a cohort of children called the Gemini cohort, which is that that cohort of children is housed within the within my department behavioural science and tells with Dr. Claire Llewellyn is the is the coordinator for that project. This worked with the Gemini cohort study. And just looking at children who were 21 months old, so only toddlers, not even two years old. And looking at the really high intake of ultra processed foods among that group, so they were getting 40 more than 40% of their calories from ultra processed foods. And then they're not even two years old yet. And in June 20% of children were get food forgotten wide wide s c

