

## **Supplementary Files**

### **A longitudinal qualitative interview study of infant feeding experiences: idealism meets realism.**

The full final report of this study which includes additional detail on the sample characteristics and the findings is available on the NHS Health Scotland website:

<http://www.healthscotland.com/documents/4720.aspx>

The information presented here is not available in the final report.

# S1: Opt-in form sent with the study information leaflet to recruit women to participate

## Talking about feeding babies – are you interested in taking part?

### About your baby

What date is your baby due? .....

How do you plan to feed this baby? (Cross one box only)

Undecided       Breast milk       Formula milk

### About you

How many children do you have already? .....

What is your age? .....

What is your present or most recent job?

*(please tell us if you have never had a job or if you are a student)*

.....

How old were you when you left full-time education? School or college, whichever you last attended full-time. (Cross one box only)

16 or under       17       18       19 or over

How would you describe your nationality?.....

What is your postcode? .....

Who do you live with?.....

### About the father of your baby

What is his present or most recent job?

*(please tell us if he has never had a job or if he is a student or if you don't know)*

.....

How old was he when he left full-time education? School or college, whichever he last attended full-time. (Cross one box only)

16 or under       17       18       19 or over       Don't know

### Taking part in this study

If you are interested in taking part in this study please give your name, address and telephone number and a researcher will contact you.

Name

Telephone

Address

Mobile

E mail

**THANK YOU**

## **S2 Discussion topics posted on Baby Feeding Talk Website Forum**

Who has given you information about what to eat during pregnancy, and what do you think about the information you've been given?

What information have you had about baby feeding? Has there been anything you found particularly helpful, or unhelpful?

How is feeding going? What has been helpful? What has been difficult?

Who (or what) helped you most during the first two or three months of feeding your baby? Did anything make it more difficult?

How old was your baby when you started looking for information about introducing solids - not necessarily doing it. What did you want to know, and who or what did you find most helpful?

### **S3 Topic guides for semi-structured qualitative interviews and their change over time.**

#### **20/08/09 Antenatal topic guide.**

Developed before the study started based on the commissioning brief and the research team knowledge of the relevant literature.

- Have you talked to anyone about feeding babies while you have been pregnant (*see if they mention health professionals or family first*). Can you remember what you talked about, when? What stories have you heard?
- Information (written/verbal/internet/adverts) received from health professionals (*or family if only mention health professionals first*) about feeding your baby and the food you eat in pregnancy and views about this. Anything which was particularly helpful/unhelpful. Anything which could have been done differently or at a different time/person.
- Baby feeding decision – has it been made, how and when; influences.
- Views of the partner, family and friends on infant feeding. How have they fed their babies and what experiences have they had, what are their views. Similarities/differences. Is there anyone you look up to and think – I would like to be a mother like you? Or the opposite (I think I will do things differently). This could be anyone including celebrities – see who they mention – no leading questions.
- Where family and friends live and expected help available around the time of birth when come out of hospital. (*Probe: What sort of help?*) Regularity of contacts with family and friends. Who will be the most influential people around you w.r.t. feeding (significant others)?
- For multiples: previous good times and bad times with feeding after birth and the help received – what could have been done differently?
- Expectations, hopes, fears about the first 6 months after birth.
- Anticipated help needs in the first 6 months after the birth of this baby and who is likely to meet these needs.
- What would information and preparation for feeding your baby be like in an ideal world? Who would provide it, how, when and where? Just to you, to other members of your family? One-to-one, groups, internet.
- How important do you think feeding is? (*see if they mention any health benefits*) What about how much babies weigh? How is this likely to influence you?
- If health benefits relating to feeding not mentioned anywhere – raise at end Do you think feeding will affect your baby's health? If so how?
- If childhood obesity not mentioned - raise at end. There has been a lot on the TV and in newspapers about childhood obesity – what are your views about this?
- Follow up anything that is new or different from other interviews. Probes to differentiate where possible between information, emotional, appraisal and instrumental (practical) help/support.

#### **20/08/09 Postnatal topic guide.**

Developed before the study started based on the commissioning brief and the research team knowledge of the relevant literature.

- General experiences after birth/since the last interview (good times and bad).
- Baby feeding experiences after birth/since the last interview (good times and bad).

- Decisions made about baby feeding, how these were made and who influenced the decision. Have you made any changes to your feeding from what you planned / since we last met? What triggered the change? (trying to think how to ask about 'decisions').
- Help received (information/emotional/appraisal/practical): who from (professionals, family and friends, the wider community), type of help, whether it did help or hinder, how could the help or support have been provided differently?
- What would be the most helpful thing that could happen now?
- What about the time it takes to feed the baby?
- Any worries, stresses, anxieties re feeding. Have you shared these with anyone? Who?
- Views about returning to work, social life and other influences on feeding decisions.
- Views about the study website and participating in the discussion forum?
- Follow up of specific points raised in previous interviews, in particular any changes in views, attitudes, plans or decisions and how these arose.
- What would help and support be like in an ideal world. Who would provide it, how, when, where? How could health care when you are in hospital, b) health care when you are at home be different, more helpful?

### **13/10/11 Postnatal topic guide.**

Modified following analysis of initial interviews and through research team discussion.

- General experiences after birth/since the last interview (good times and bad).
- Baby feeding experiences after birth/since the last interview (good times and bad).
- Decisions made about baby feeding, how these were made and who influenced the decision. Have you made any changes to your feeding from what you planned / since we last met? What prompted the change?
- Help received (information/emotional/appraisal/practical): who from (professionals, family and friends, the wider community), type of help, whether it did help or hinder, how could the help or support have been provided differently?
- What about the time it takes to feed the baby?
- Any worries, stresses, anxieties re feeding. Have you shared these with anyone? Who?
- Views about partner's return to work / departure of helpers – what difference will this make?
- Views about returning to work, social life and other influences on feeding decisions
- Follow up of specific points raised in previous interviews, in particular any changes in views, attitudes, plans or decisions and how these arose.
- What would help and support be like in an ideal world? Who would provide it, how, when, where. How could health care be different, more helpful a) when you are in hospital, b) when you are at home?
- Thinking back to the information received during pregnancy do you think anything could have been done differently to help you prepare more?
- Views about the study website and participating in the discussion forum?

**8/12/09: Postnatal topic guide after stopping breastfeeding and from 8-10 weeks after birth onwards.**

Developed following analysis of initial interviews and through research team discussion.

- Baby feeding experiences since the last interview (good times and bad).
- Decisions made about baby feeding:
  - Introducing non-milk fluids – water - what sort (tap, boiled, mineral), juices – what, when and why?
  - Introducing remedies, OTC non-prescribed medicines what, when and why?
  - Introducing solids – already? Plan? What foods will you choose? Who have you talked to about introducing solids? What sort of things have you talked about?
- How were these decisions made and who influenced the decisions. Have you made any changes to your feeding from what you planned / since we last met? What prompted the change?
- Advice and information received about a) introducing non milk fluids, b) remedies, c) solids. Who from (professionals? family and friends? other sources? Probe whichever are not mentioned), whether it helped or hindered.
- How could the help/advice/information or support have been provided differently? What would you have liked?
- Views about information sources? Web? The study website and participating in the discussion forum?
- Views about returning to work, social life and other influences on feeding decisions.
- What about the time it takes to feed the baby now – has it changed compared to the earlier weeks?
- Any worries, stresses, anxieties re feeding. Have you shared these with anyone? Who?
- Follow up of specific points raised in previous interviews, in particular any changes in views, attitudes, plans or decisions and how these arose.

**08/03/10: Topic guide for final interview at around 6 months after birth.**

Developed following analysis of earlier interviews; review of the literature on the effectiveness of interventions to increase breastfeeding duration and exclusivity; and through research team discussion.

- Read all previous interviews and follow up on key themes.
- How is the feeding going now, anything different?
- Solids – started / progress? How decision made – signs for starting or increasing? When? How much? What? Difference made? Advice and information, who from – health professionals, family, friends. Helped or hindered?
- Milk feeds, any changes? Why?
- Other drinks being given? Prompts as Q3 on solids.
- Anything else - medicines etc? Why? Prompts as Q3 on solids
- Anyone said unhelpful things about feeding? Who? What said?
- Any worries re feeding?
- What are your views about baby feeding and a child's weight later on?
- Have you looked at the study website at all? Any comments?

- Who has been most influential on feeding decisions since we last spoke?

### **01/03/10: Introduce scenarios**

1. Suggested introduction: “We have put together some scenarios about help which might be offered with baby feeding, based on what women / their families have told us, and we’d like to get your comments on them”.
2. Discuss scenarios in order, print on separate pieces of paper, largish print. For multiparous women, offer chance to comment from first baby perspective or for present baby. Start each scenario with general questions, ‘What do you think would be the good things about this sort of help? And the difficult things?’
3. Use prompts as appropriate – some things will have already been covered in interviews, or won’t be appropriate if woman not keen on a particular scenario. NB there are 2 prompts: ‘Continuity’, and ‘Qualities of helper’ which probably don’t need repeating in A, B and C.

### **Scenarios/vignettes**

#### **A**

On the postnatal ward in hospital A, someone with special breastfeeding experience sits with you for a whole breastfeed. She helps you to position your baby for breastfeeding and latch the baby on. If your baby has difficulty latching on, she or other experienced colleagues come back for as many feeds as it takes to get the baby feeding comfortably.

Possible prompts

- 1) What about partner - helpful for him to be involved?
- 2) What about the number of different people helping – what would you prefer?
- 3) What would the ideal helper be like? Does it matter if the person helping has breastfed herself? Why? (Qualities of helper)
- 4) What if they said you needed to stay longer to get this help as it would be difficult to give you as much help at home?

#### **B**

In hospital B, women who are breastfeeding when they leave hospital receive a phone call at home every day for the first 14 days from a midwife or a breastfeeding support worker. She can arrange for someone with expert breastfeeding skills to visit at home if there are problems or she can suggest coming to the hospital to be seen by a breastfeeding specialist.

Possible prompts

- 1) What would be the good things about talking on the phone? Difficult things?
- 2) If you needed more help, would it be best to be visited at home, or to go to the hospital?
- 3) Would you want it to be the same person phoning or would that not matter? (continuity)

#### **C**

In hospital C, there is a specialised baby feeding team, made up of midwives, health visitors, dieticians and feeding assistants. It gives help to families from pregnancy until the baby is 6 months old, on breastfeeding, bottle feeding and introducing solids.

Possible prompts:

- 1) Does it matter which profession provides help?
- 2) What about the number of different people you might see? What if you could see the same 3 or 4 people more frequently, or the same 1-2 people less frequently? (continuity)
- 3) How would it be seeing one team of midwives (or health visitor) for all aspects of pregnancy (baby care), but someone else about baby feeding?
- 4) What would be best way to contact the team? (Phone, text, other?)
- 5) What days / hours should team be available?

## **D**

In area D, breastfeeding and bottle feeding are discussed at an antenatal class with women and their partners, or relatives or friends. Some women from the local breastfeeding group attend and one breastfeeds her baby. Another describes a difficult caesarean section and a baby who did not want to breastfeed. She tells of how painful breastfeeding was for her, but now that the baby is 3 months old, says she is glad she kept going.

Possible prompts

- 1) Is it a good idea to include partners?
- 2) Is a class preferred, or an individual chat with a midwife?
- 3) What do you think about someone describing difficult experiences?
- 4) If you were given the choice between extra information on breastfeeding before the birth, and extra help after the birth, which would you choose?

## **Y**

In area Y, local women who have breastfed are trained to help women at home in the first 2 weeks after birth.

Possible prompts

- 1) What sort of help would you like?
- 2) Pros and cons of local women vs health professionals?
- 3) How would you like to be able to contact them / they you? Visiting at home, by phone, at a breastfeeding group?

## **Z**

In area Z, local women provide home help services for women who are breastfeeding during the first few weeks after birth. This is to help with household chores, shopping or caring for older children.

Possible prompts

- 1) What sort of things would you have liked help with?
- 2) At what stage would help be most useful?
- 3) Would you use a service if you had to pay? How much do you think would be reasonable?
- 4) What about formula feeding women?

## **T**

In area T, when babies are 3 – 4 months old, the health visitor sends a letter offering an individual appointment or a group session to discuss introducing solids. There is a choice of day time or evening group sessions and women are invited to bring their partner or another relative / friend if they wish.

Possible prompts

- 1) Timing of discussion (age of baby) - when preferred?
- 2) Significant others too?
- 3) Pros and cons of group versus individual discussion?
- 4) What would you want to discuss?