Total number of calls made to the breastfeeding helpline (n=9,507)

Calls answered by the helpline (n=3,529: BfN=2,339; ABM=1,190)

Callers who were asked/agreed to participate (n=1,605: BfN=1,129; ABM = 476)

Duplicate names removed (n=24: BfN=16; ABM=8)

Callers details forwarded >3 weeks after the call was made removed from data set (n=99: BfN= 35; ABM=64)

Callers who refused/unable to participate (n=135: BfN=93; ABM=42)

Total number of callers not successfully contacted after 4 contact attempts/more than 3 weeks since call was made (n=439: BfN= 318; ABM=121)

Total calls unanswered (n=5,978)

Total caller details distributed to interviewers (n=1,482: BfN=1,078; ABM = 404)

Total telephone interviews undertaken (n=908: BfN= 667; ABM=241)