Ideal feeding behaviour - exclusive breastfeeding for 6 months

Processes before behaviour change away from the ideal
- Anticipating
- Expecting
- Considering
- Planning
- Preparing

Pivotal point when behaviour changes
- a) Introducing formula milk
- b) Stopping breastfeeding
- c) Introducing solids

Processes after behaviour change
- Resolving:
  - Dispelling doubts
  - Normalising
  - Justifying

Decelerators
- Preventing
- Postponing
- Rejecting

Accelerators
- Precipitating
- Advising
- Endorsing
- Approving
- Reinforcing

Decelerators
- Disapproving
- Criticising

Accelerators
- Endorsing
- Reinforcing
- Approving

PROM
Maternal, infant and family wellbeing

Our mapping of reversing a behaviour change back to the ideal recognises parents’ view of the reversal. We acknowledge that this does not meet the WHO definition of exclusive breastfeeding.