Knowledge on early breastfeeding

- Knows the correct time to initiate BF is within 1h of birth
- Knows that colostrum should be fed to the infant
- Knows that 5-7 ml of milk is needed per feed on day 1

Breastfeeding misconceptions†

- My infant <6 months will be thirsty if not given water
- My newborn will be hungry if not given formula within 24h of birth
- EBF<6 months does not provide all the nutrients needed for infant
- Combination of breastmilk and formula <6 months provides the best nutrition
- Need to clean an infant’s mouth after BF to avoid thrush
- Good attachment to the breast is not needed for milk production
- Women with small breasts have difficulty producing enough breastmilk
- Being relaxed during BF does not help the body to produce sufficient milk
- My body will not produce less breastmilk even if I feed with formula
- EBF<6 months does not provide nutrients needed for brain development

Beliefs about social norms†

- Most people who are important to me think that I should EBF for 6 months
- Most women who have infants like me exclusively breastfeed <6 months

Beliefs about behavioral control†

- My body can produce enough colostrum to feed my newborn within 1h
- My body can produce enough breastmilk to feed my newborn in the first 24h
- My body’s “first milk” is all my newborn needs in the 24h
- I can refuse to let my mom-in-law feed formula to my newborn

† Note: Represents the percentage of respondents who agreed with the belief or statement.