

## Appendix A Search Strategy

### Basic search strategy:

*[Parents] AND [morals OR affect] AND [breastfeeding AND duration]*

*OR*

*[Parents] AND [attitudes OR intentions OR social norm OR self-efficacy OR TPB] AND*

*[breastfeeding AND duration]*

### Example Main/Original Search (PubMed):

*For all search strings, 'Title/Abstract' field selector applied.*

#1 =

[parent\* OR couple\* OR mother\* OR mum\* OR matern\* OR father\* OR dad\* or patern\*  
OR pregnan\* OR “postpartum women” OR women OR woman OR men OR man]

#1 = 2,777,291

#2 =

[moral\* OR “moral norm” OR “personal norm” OR “moral correct\*” OR “moral obligation”  
OR principle\* OR value\* OR affect OR emotion OR “anticipated affect” OR “anticipated  
regret” OR “anticipated emotion” OR shame OR ashamed OR disgust\* OR repuls\* OR angry  
OR anger OR frustrate\* OR embarrass\* OR guilt\* OR regret OR worry OR “self-conscious”  
OR fear OR pride OR proud OR compassion\* OR moved OR respect OR admiration OR  
admire\* OR awe OR inspiration OR inspire\* OR astonish\* OR joy\* OR happy OR elevation  
OR enjoy\* OR pleasant OR contentment OR contented]

#2 = 3,086,298

#3 =

[attitude OR belief OR intention OR plan OR “social norm” OR “social convention” OR “subjective norm” OR “social pressure” OR “social influence” OR “social obligation” OR “self-efficacy” OR “perceived behavioural control” OR “perceived control” OR “theory of planned behaviour” OR TPB OR “theory of reasoned action” OR TRA OR “social-cognition”]

#3 = 250,874

#4 =

[breastfeed\* OR “breast-feed\*” OR “breast feed\*” OR “formula-feed\*” OR “formula feed\*” OR “infant-feed” OR “infant feed\* OR ‘milk-feed\*” OR “milk feed\*” OR “combination-feed\*” OR “combination feed\*” OR “human milk” OR lactat\*]

AND

[duration OR continuation OR discontinuation OR cessation OR maintenance OR initiation OR start\* OR stop\*]

#4 = 21,883

**Pubmed:**

[#1 AND #2 AND #4] = 1,964

[#1 AND #3 AND #4] = 703

[[#1 AND #2 AND #4] OR [#1 AND #3 AND #4]] = 2,543

*For final search, ‘English Language’ filter applied*

**Final search: [[#1 AND #2 AND #4] OR [#1 AND #3 AND #4]] = 2,387**

## Appendix B Data extraction Guidance

### General Guiding Question for Systematic Review – can this paper help us answer the research question:

What influence do injunctive norms and/or emotions have upon breastfeeding intentions and behaviours? We will assess the extent and quality of evidence for these variables impacting breastfeeding outcomes.

### Variables to Extract

1. *Basic method*: Identify whether Qualitative/Quantitative/Mixed Methods.
2. *Study Design*: Identify whether Trial/ exp., cohort, X-sect. survey, qualitative, other.
3. *Objectives*: What are the main objectives/aims?
4. *Country*: Where was the research conducted?
5. *Sample Size*: What is the sample size?
6. *Sample Characteristics*: Include the following 1) Age of mother; 2) Parity; 3) Race/ethnicity; 4) Marital status, 5) Special medical circumstances. If any of these are not provided or unclear put 'not identified'
7. *Time frame*: Over what period was the research conducted? Postnatal/Antenatal; Longitudinal
8. *Emotions*: Included YES/NO.
9. *Emotions Measured/Identified*: Provide details of a) what specific emotions identified (e.g., shame, embarrassment, anger, worry etc.), b) whether they are experienced or anticipated, and 3) if applicable how they were measured.  
Note. Emotions defined as anticipated or experienced positive and negative emotions. This includes any emotion, as long as measured as a 'state', and directed towards breastfeeding.
10. *Norms*: Included YES/NO.
11. *Norms Measured/Identified*: Provide details of a) what norms identified b) how the concept is defined, c) the source or focus (e.g., family, partner etc.) and d) if applicable how they were measured.  
Note. Norms includes - Moral norms, as in infant feeding perceived as a moral issue (i.e. moral correctness / moral obligation) and/or Social norms defined as whether they perceive that others think they should breastfeed (, i.e. social pressure/social obligation)
12. *Attitudes*: Included YES/NO
13. *Attitudes Measured/Identified*: Provide details of how attitudes are defined and measured.
14. *Breastfeeding Behaviour Measured/Identified*: Provide details of a) what breastfeeding outcome identified, b) whether or not outcome focuses on exclusive breastfeeding or any, and c) if applicable how they were measured.

*Note.* Outcomes include: a) Intentions towards breastfeeding (i.e., whether they planned to breastfeed), and b) Breastfeeding initiation (i.e., whether they started at birth) and c) Breastfeeding duration (i.e., whether they continue to breastfeed and for how long).

15. *Analysis:* What type of analysis is performed?
16. *Finding/Effect:* Provide details of what was found and if applicable effect size
17. *Quality Appraisal:* See Quality appraisal tool for further guidance (e.g., Sirriyeh et al., 2012, p. 749, Table 1).