

PROVINCIAL IMPLEMENTATION OF THE BABY-FRIENDLY INITIATIVE

Supplementary S1

Theoretical Domains Framework domains with definitions and component constructs

Adapted from: Atkins et al., (2017). A guide to using the TDF of behaviour change to investigate implementation problems. *Implementation Science*, 12(77), 1-18.

Component	Definition	Component Constructs
Knowledge	An awareness of the existence of something	Knowledge Knowledge of condition Scientific rationale Procedural knowledge Knowledge of environment
Skills	An ability or proficiency acquired through practice	Skills Skill development Competence Ability Interpersonal skills Practice Skill assessment
Social/professional role identity	A coherent set of behaviours and displayed personal qualities of an individual in a social of work setting	Professional identity Professional role Social identity Identity Professional boundaries Professional confidence Group identity Leadership Organizational commitment
Beliefs about capabilities	Acceptance of the truth, reality of validity about an ability, talent or facility that a person can put to constructive use	Self-confidence Perceived competence Self-efficacy Perceived behavioural control

PROVINCIAL IMPLEMENTATION OF THE BABY-FRIENDLY INITIATIVE

		<ul style="list-style-type: none"> Beliefs Self-esteem Empowerment Professional confidence
Optimism	The confidence that things will happen for the best of that desired goals will be attained	<ul style="list-style-type: none"> Optimism Pessimism Unrealistic optimism Identity
Beliefs about consequences	Acceptance of the truth, reality, or validity about outcomes of a behaviour in a given situation	<ul style="list-style-type: none"> Beliefs Outcome expectancies Characteristics of outcomes Expectancies Anticipated regret Consequences
Reinforcement	Increasing the probability of a response by arranging a dependent relationship, or contingency, between the response and a given stimulus	<ul style="list-style-type: none"> Rewards Incentives Punishment Consequences Reinforcement Contingencies Sanctions
Intentions	A conscious decision to perform a behaviour or a resolve to act in a certain way	<ul style="list-style-type: none"> Stability of intentions Stages of change model Transtheoretical model and stages of change
Goals	Mental representation of outcomes or end states that an individual wants to achieve	<ul style="list-style-type: none"> Goals (distal/proximal) Goal priority Goal/target setting Goals (autonomous/controlled) Action planning Implementation intention

PROVINCIAL IMPLEMENTATION OF THE BABY-FRIENDLY INITIATIVE

Memory, attention, and decision processes	The ability to retain information, focus selectively on aspects of the environment and choose between two or more alternatives	Memory Attention Attention control Decision making Cognitive overload/tiredness
Environmental context and resources	Any circumstance of a person's environment that discourages or encourages the development of skills and abilities, independence, social competence, and adaptive behaviour	Environmental stressors Resources/material resources Organizational culture/climate Salient events/critical incidents Person x environment interaction Barriers and facilitators
Social influences	Those interpersonal processes that can cause individuals to change their thoughts, feelings, or behaviours	Social pressure Social norms Group conformity Social comparisons Group norms Social support Power Intergroup conflict Alienation Group identity Modelling
Emotion	A complex reaction pattern involving experiential, behavioural, and physiological elements by which the individual attempts to deal with a personally significant matter or event	Fear Anxiety Affect (positive/negative) Stress Depression Burn out
Behavioural regulation	Anything aimed at managing or changing objectively observed or measured actions	Self-monitoring Breaking habit Action planning

PROVINCIAL IMPLEMENTATION OF THE BABY-FRIENDLY INITIATIVE

Supplementary S2

Behaviour Change Wheel with definitions and intervention and policy examples

Adapted from: Michie et al., (2011). The behaviour change wheel: A new method for characterising and designing behaviour change interventions. *Implementation Science*, 6(42), 1-11.

Intervention	Definition	Examples
Education	Increasing knowledge or understanding	Providing information on benefits of breastfeeding for pain management
Persuasion	Using communication to stimulate action	Using posters and clinical practice prompts to encourage placing infants in skin-to-skin contact during procedures
Incentivisation	Creating expectation of award	Providing awards/recognition to clinicians who support parent-infant skin-to-skin contact during painful procedures
Coercion	Creating expectation of punishment or cost	Using Adverse Events Management System reporting when infant painful procedures completed with no intervention
Training	Imparting skills	Training on completing blood work when babies are in skin-to-skin contact
Restriction	Using rules to increase the target behaviour by reducing the opportunities to engage in competing behaviour	Restricting use of pharmacologic strategies to promote parent-led interventions
Environmental restructuring	Changing the physical or social context	Putting in place necessary physical infrastructure (stools) to enable clinicians to complete procedures with ergonomic safety when infants are being held by parent
Modelling	Providing an example for people to aspire to or imitate	Using respected clinical leaders to model use of breastfeeding during painful

PROVINCIAL IMPLEMENTATION OF THE BABY-FRIENDLY INITIATIVE

		procedures
Enablement	Increasing means/reducing barriers to increase capability or opportunity ^a	Having sufficient staff to support use of parental pain-relieving interventions; ensuring families present during procedures

^aCapability beyond having required education and training; opportunity beyond environmental restructuring