Supplemental Table 1. Framework of the breastfeeding support scale development and the candidate itemsa

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| --- | --- | --- | --- | --- | --- |
| Source of supportType of support | Family and friends | Trained peers and health professionals | Public | Media | Infant formula companies |
| Emotional support and appraisal | (1b,c) There is someone with whom I can easily and openly discuss breastfeeding.(3) There is someone close to you who gives you emotional support in breastfeeding.(27d) I can breastfeed my baby comfortably at home. | (4b) There is someone who tells me about positive experiences of breastfeeding.(8) Most health care providers (doctors, public health nurses, midwives, etc.) support you in breastfeeding.(17c) There is someone I can talk with whenever I have issues with breastfeeding.(R 29b) I feel pressured to breastfeed my baby. |  |  |  |
| Instrumental support(tangible aid and services) | (2) There is someone who helps with other child care and with housework such that it’s easy for me to make time to breastfeed my baby.(5b) There is someone who helps you with other child care and with housework such that it’s easy for you to take care of your baby.(R 14)　Sometimes I provide something other than breastmilk to my baby because housework or parenting of an elder child gets in the way.(26) There are people around you who help you get enough rest. | (31e) If necessary, I can consult with health care providers (doctors, public health nurses, midwives, etc.) on how to breastfeed. | (10) I can breastfeed comfortably when I’m out and about.(R 24) I have trouble finding places to breastfeed when I’m out and about.(R28f) When I leave my baby with other people, I think it will be problematic for them if my baby does not accept a bottle of formula milk.(30) There are services from the city or other local government that help me take care of my baby. |  |  |
| Informational support(advice, suggestions, and information) | (R16) There is someone close to me who encourages me to wean my baby from the breast soon.(R 23) There is someone close to me who encourages me to provide something other than breastmilk to my baby. | (7) If necessary, there is someone other than family or friends (e.g. health care provider, breastfeeding support group member) whom I can consult on breastfeeding.(9) Health care providers including doctors, public health nurses, or midwives tell me about the benefits of breastfeeding.(R 19) There are discrepancies among what health care providers (doctors, public health nurses, midwives, etc.) say about breastfeeding.(R 20) In medical facilities I see posters or logos about formula milk. |  | (13) Information from books, magazines, and the Internet is useful for breastfeeding.(R 15) Information from television, newspapers, etc. sometimes makes me anxious about breastfeeding.(R 18b) I have heard that I must not take any medicine while breastfeeding. (R 21) Information on breastfeeding from mass media or the Internet confuses me.(R 22b) I have heard that there are certain things I should not eat while breastfeeding. | (R6) I have received free samples or discount coupons for formula milk.(R 11) I see formula milk with product information saying that breastmilk and artificial milk do not differ much in their health benefits for babies.(R12) I have received advice regarding infant feeding from people employed by the dairy industry (“advisors”, nutritionists, etc.).(R 25) According to product information regarding formula milk, giving formula milk has health benefits for babies. |

a The items were developed in Japanese. The items presented in this table are English translations of the original Japanese items. The numbers in parenthesis indicate the item number, and the R before the item number indicates that the item is reversed-scored.

b Source of support and/or information can be anybody.

c Covers both emotional and informational support

d Covers both emotional and instrumental support.

e Covers emotional, instrumental and instrumental support.

f Covers both support from family and friends and public services such as nursery.