**Supplemental Table 1a: Interview Guide for Hospital Administrators**

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| **A** | **Interview Information**   * + 1. Name of Informant  1. Address of Institution 2. Interviewer Information |
| **B** | **Hospital Information**   1. Who is the owner of this hospital? 2. How old is the hospital? Is it a public or private hospital? What are the accreditations/ awards for this hospital? 3. For how long has mother and child care been provided in this hospital? Can you describe the use of these services by the community and clinics around? 4. What is the staffing and presence of specialistdoctors, particularly OB/GYN and pediatricians, in this hospital? Are they full time or part time employees? Are there frequent personnel changes? Is the hospital ever lacking specialist? 5. Are there staffing issues with nurses andmidwives? Are there issues personnel turnover? 6. Is there any cooperation with academic institutions or internship/residency programs for doctors, nurses, or midwife apprentices? 7. Are there any special programs related to breastfeeding support for mothers? |
| **C** | **Policies and Regulations Regarding Breastfeeding**   1. What do you think about the government legislation passed to protect the practice of breastfeeding? 2. Do you know about Baby Friendly Hospital Initiative? What is your opinion on the program? 3. Do you know about the 10 Steps to Successful Breastfeeding? What is your opinion? 4. In your opinion, what is needed for a hospital to implement BFHI and why? 5. What do you think about the WHO Code of Marketing of Breastmilk substitutes? 6. Is there a specific policy related to the 10 Steps and code of marketing of breastmilk substitutes in this hospital? If not, is a policy in the process of being created and implemented? 7. Is there a written rule or policy regarding breastfeeding circulated to and known by all of the staff in the health facilities here? |
| **D** | **Marketing of Formula in the Hospital**   1. Is providing infant formula to newborns part of a standard operating protocol? 2. Have formula company representatives ever approached the health workers in this hospital to promote infant formula or baby food? 3. Do health workers accept any offers from formula manufacturers to hospital? 4. Are marketing materials for breastmilk substitutes in advertising present at this hospital? 5. What is your opinion regarding the promotion of infant formula to a patient or their family and why? 6. Does the hospital purchase formula, bottles or pacifiers? How much of that is specifically for preterm/low birth weight infants or infants with an allergy?   How is formula purchased by the hospital and what department handles purchases? |
| **E** | **Standard Operating Protocol Relating to Hospital Policy**   1. What is the standard operating protocol for developing policies in this hospital? 2. What is the standard operating protocol for socialization, or education and implementation of a policy, in this hospital? 3. What is monitoring and evaluation procedure for programs in this hospital? Is the procedure routine? |
| **F** | **Staff Training**   1. Are there routine trainings for staff regarding breastfeeding support in the hospital? 2. Is there a specific seminar or training related to technical assistance for breastfeeding held for the staff taking care of mothers and infants? 3. How many staff have been trained on providing breastfeeding support? Do you feel these trainings have been sufficient? |
| **G** | **Facilities and Services for Breastfeeding Support**   1. Does this hospital have any lactation counselors or lactation clinics for mothers experiencing breastfeeding issues? 2. Do any facilities, such as a lactation rooms or breast pumps, exist for specialized staff to assist the mother in overcoming problems with breastfeeding? 3. Does this hospital have a regular breastfeeding counselor who routinely assists mothers? 4. Do you feel that this hospital has adequate facilities and equipment needed to provide breastfeeding support? |
| **H** | **Collaboration with Community Partners**   1. What has been done to build a hospital breastfeeding support in the community for patients discharged from this hospital? 2. Has this hospital coordinated with another organization to offer services or programs regarding breastfeeding support for mothers? Please explain. |
| **I** | **Socialization of BFHI**   1. How are the 10 Steps and code of marketing of breastmilk substitutes communicated throughout this hospital? |
| **J** | **Monitoring**   1. How is implementation of the 10 Steps and the code of marketing of breastmilk substitutes monitored? 2. Who performs this evaluation? Has there been any data or information collected regarding evaluation? 3. Where there any findings and has there been any follow-up to an evaluation? |
| **K** | **Suggestions/Feedback**   1. What would you recommend to improve BFHI implementation? 2. Do you think the sanctions set by the government for health workers who promote formula effectively reduce the promotion of infant formula in the hospital? |

**Supplemental Table 1b: Interview Guide for Ministry of Health/Health Department Representative**

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| **A** | **Legislation**   1. Are there any Ministry of Health policies related to breastfeeding support in the hospital or marketing of breastmilk substitutes? 2. Are there statutory regulations related to breastfeeding support in the hospital or marketing of breastmilk substitutes? 3. Are there any protocols or guidelines regarding breastfeeding support in the hospital or marketing of breastmilk substitutes? 4. Are there efforts to encourage regional or hospital development of policies regarding breastfeeding support in the hospital or marketing of breastmilk substitutes? |
| **B** | **Implementation**   1. How are regulations and legislation related to breastfeeding support in the hospital and marketing of breastmilk substitutes implemented? 2. How do you facilitate the implementation of laws and regulations related to breastfeeding support in the hospital or marketing of breastmilk substitutes? 3. What actions have been taken against hospitals or formula producers who do not comply to policies? 4. Are there any related programs sponsored by the Ministry of Health to support implementation in hospitals? 5. Is there a specific department in Ministry of Health that is responsible for breastfeeding support and marketing of breastmilk substitutes in hospital and health care settings? 6. Has the Ministry of Health ever coordinated with other organizations such as hospitals to implement a policy? Has there been any follow up to this coordination? |
| **C** | **Evaluation**   1. Does the Ministry of Health evaluate implementation of breastfeeding support and formula marketing policies? Who performs these evaluations? Is there any data reflecting implementation? 2. Is there an established standard operating protocol for antenatal care, labor and delivery, postpartum, well baby nursery, and neonatal care? What is the implementation and evaluation protocol for the standard operating protocol? |
| **D** | **Training**   1. Does the Ministry of Health hold trainings or seminars for breastfeeding counseling for hospitals? If so, what department in the Ministry of Health facilitates these trainings? Who has the Ministry of Health collaborated with to hold trainings? Have training modules been developed? 2. Have there been efforts to include breastfeeding curriculum, including breastfeeding support in hospitals and marketing of formula, in higher education for health workers? If yes, can you elaborate on the curriculum? Do you think the curriculum intervention has been adequate and why? |
| **D** | **Recommendation**   1. What are the challenges and limitations to implementing breastfeeding support in the hospital setting and restricting breast milk substitute marketing? |

**Supplemental Table 1c: Interview Guide for Provincial Health Office Representative**

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| **A** | **Policy**   1. What is the local government policy related to breastfeeding support and the marketing of breastmilk substitutes in a hospital setting? 2. Are there local regulations breastfeeding support or the marketing of breastmilk substitutes in hospital settings? 3. How can local government efforts encourage hospitals to develop internal policies? |
| **B** | **Socialization**   1. How are these policies being socialized in hospitals and in what manner? Who is facilitating these activities and who is invited to participate? Are there other agencies involved in these activities? |
| **C** | **Implementation**   1. How do you implement policy related to breastfeeding support and marketing of breastmilk substitutes in hospital settings? What is the mechanism for implementation? 2. Are there any local departments or organizations that participated in the implementation of these policies? Is there a unit responsible for implementation of the policy? If so, who is responsible for the implementation of these policies? 3. What sanctions do hospitals or producers of formula who do not comply to local policies face? |
| **D** | **Monitoring and Evaluation**   1. How is monitoring and evaluation performed and who is in charge of it? What is the criteria for evaluation? What is the follow-up protocol post monitoring and evaluation? |
| **E** | **Hospital Protocol**   1. How is breastfeeding encouraged for healthy and sick infants in the hospital? Is there a standard operating protocol for breastfeeding? Who develops this protocol? How is adherence to this protocol in hospitals? What are the sanctions for not following the protocol? |
| **F** | **Training**   1. What training or seminars exist for breastfeeding counseling for hospitals in this province? Which department is in charge of this? When and how often do these trainings take place? Are there established training modules or guides? |
| **G** | **Feedback**   1. What obstacles exist in the implementation of breastfeeding support and restricting marketing of formula in hospitals? What has been done to overcome these obstacles? 2. Do you have any suggestion related these issues? |

**Supplemental Table 1d: Interview Guide for Breastfeeding Support Group Representative**

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| **A** | **Interview Information**   1. Name of Informant 2. Type of Support Group 3. Interviewer Information |
| **B** | **Shapes Activity**   1. What do you think of the policies related to support hospitals towards breastfeeding through *the Baby Friendly Hospital Initiative* (BHFI)? Explain! 2. Has the BFHI program implementation process been as expected? 3. Has this support group participated in any activities to support the BFHI program? 4. How can the activities carried out by support groups in hospitals and healthcare facilities be changed to include support for the BFHI program? 5. How can the activities carried out by support groups in the community be changed to include support for the BFHI program? 6. What is the target population for activities undertaken by the community support group to improve the BFHI program and why that specific population? 7. How does the existence of breastfeeding support groups influence the success of BFHI? 8. What programs undertaken by the support group have been effective and why? |
| **C** | **Cooperation and Coordination**   1. How many breastfeeding support groups exist today? Can you characterize your support group in terms of services offered, length of the program’s activities, leadership of the group, and participants. 2. Do breastfeeding support groups and hospitals collaborate and if so, how? 3. Is the implementation of the cooperation in accordance with the instructions set forth in cooperation agreements? If not, why? 4. Do hospitals provide any support to BF support groups related to the BFHI program? 5. Does your group fully implement BFHI related obligations? 6. Does the group receive any compensation for BF support services? Is this in accordance with memorandum of understanding? 7. Are there regular meetings with hospital representatives? If so, how frequently  do meetings take place and in regards to what specifically? |
| **D** | **Training**   1. Has the support group received any training in regards to the BFHI program? If so, on what topics? How frequently and to whom is the training given? 2. How are the trainings conducted and are any training materials given to attendees? 3. What is the overall quality of the training provided? Specifically, could you comment on how understandable and adoptable the material is for attendees. 4. Is the training sufficient support for your support group? If not, why? And what additional training might be needed? |
| **E** | **Human Resources**   1. What is the ability and quality of your personnel providing BF support services to families? 2. What are you still lack in terms of quantity and quality of human resources? 3. What efforts have been made ​​to improve the quantity and quality of staff in their respective roles? |
| **F** | **Monitoring and Evaluation**   1. Is there supervision (monitoring and evaluation) for the implementation of activities for the support group? If not, why? If yes, can you describe your M&E program? Who does the monitoring and what is the frequency? 2. Is the monitoring system effective in supporting the success of BFHI program? 3. What indicators are used in the monitoring system to assess the success of activities carried out by the support group? |
| **G** | **Barriers & Solutions**   1. What obstacles related to implementation of BFHI do you face? 2. What solutions might overcome existing obstacles? |
| **H** | **Suggestions**   1. Is the BFHI program sustainable moving forward? 2. How can the BFHI program implementation improve for the future, particularly for increasing access and use of breastfeeding support groups by community members? |

**Supplemental Table 1e: Interview Guide for Professional Organization Representatives**

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| **A** | **Interview Information**   1. Name and Title of Informant 2. Address of Professional Organization 3. Interviewer Information |
| **B** | **Recommendations**   1. Do you have any recommendations from your professional organization regarding BFHI or the WHO marketing code? Explain. |
| **C** | **Standard Operating Protocol**   1. Is there a SOP to support breastfeeding for healthy infants and sick infants created by your organization? 2. How do you recommend socialization of SOP? |
| **D** | **Organization Activities**   1. Does your organization hold any seminars or trainings for providing breastfeeding support? 2. Does your organization support development of curriculum of health workers in your field relevant to BF support? 3. Does your organization coordinate with hospitals or other organizations regarding compliance to BFHI or the WHO marketing code? Describe collaborations. |

**Supplemental Table 1f: Interview Guide for Hospital Clinical Staff**

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| **A** | **Interview Information**   * Name and Title of Informant * Address of Professional Organization * Interviewer Information |
| **B** | **Education History**   1. During your education, did you receive instruction on:    * 1. How to provide BF support      2. Advantages of breastmilk and breastfeeding      3. Proper technique and position for breastfeeding      4. Medical indication for provision of breastmilk substitute      5. 10 steps to successful breastfeeding      6. International code of marketing of breastmilk substitutes 2. Have you received any education or training related to providing BF support after you graduated? |
| **C** | **Knowledge of Policies regarding Breastfeeding**   1. Do you know the rules and legislation regarding breastfeeding? What are they? 2. What are health personnel required to do in accordance to Regulation No. 33 of 2012 regarding exclusive breastfeeding? 3. What are the sanctions for health personnel who give formula to infants without correct medical indication? |
| **D** | **Standard operating protocol**   1. What is the standard operating protocol for your department in regards to breastfeeding? 2. What are the differences between the protocol for healthy and sick infants? |
| **E** | **Knowledge of Breastfeeding**   1. What are two disadvantages for formula feedings? 2. What are two disadvantages for using bottles for feeding? 3. What are the main causes of pain during breastfeeding for moms? 4. What are the most common causes of insufficient milk production? 5. Why is early initiation of breastfeeding and skin-to-skin contact between mother and baby important? 6. What are the benefits of rooming in mothers and newborns together? 7. How do you explain a good breastfeeding position? 8. How do you explain a good attachment of breastfeeding? 9. How do you express milk by hand? 10. If the baby cannot directly breastfeed, what is the best way to give expressed milk to the baby? 11. What are medical indications (for both mother and baby) that permit not giving the mother’s breast milk to the baby? 12. What factors play a role in the mother’s breast milk production? 13. How do you determine that the baby is breastfeeding effectively? |
| **F** | **Supporting Breastfeeding in Clinical Practice**   1. Is a baby born vaginally always given opportunity for early initiation of breastfeeding? 2. Is a baby born by caesarean always given opportunity for early initiation of breastfeeding? 3. Are mother and infant always placed in the same room? 4. What are post-partum mothers generally taught regarding breastfeeding? 5. Are post-partum mothers taught how to give breast milk to the baby? 6. Are post-partum mothers given technical assistance for how to position and attach baby for breastfeeding? 7. Are post-partum mothers taught how to express milk by hand? 8. In the past month, did you help increase the confidence of a mother to breastfeed? 9. In the past month, was a post-partum mother given counseling or referred to breastfeeding counseling for feeding problems? 10. In the past month, were any babies formula-fed? Explain 11. In the past month, was any baby given a bottle or pacifier? Explain |
| **G** | **Formula Milk Marketing Activities**   1. Has a formula company representative ever approached you to promote infant formula? If so, what is offered to health workers in return? 2. Has this hospital ever received free samples of infant formula? 3. What would you think is there was an infant able to breastfeed but was not being breastfed? 4. Do you think the sanctions set by the government are effective at reducing the promotion of infant formula by health workers? |
| **H** | **Limitations and constraints**   1. What are limitations or constraints that you face in regards to implementing early initiation of breastfeeding? What are the causes and how can these issues be solved? 2. What are limitations or constraints that you face in regards to implementing rooming in? What are the causes and how can these issues be solved? 3. In your opinion, what is required for a hospital to implement the 10 steps? Why and explain |
| **I** | **Hospital Policy**   1. What hospital policies exist to support breastfeeding? 2. Are these policies read and known by all staff in this facility? 3. Does this facility have a nursery for healthy newborns? 4. Does the nursery provide infant formula to infants? 5. Do BF supports groups exist locally? How many? 6. Does this facility refer breast-feeding mothers to BF support groups? 7. Does this facility provide training related to BF for health workers to provide for mothers or babies? 8. Are there marketing ads for breastmilk substitutes in the hospital? 9. Are free samples of breastmilk substitutes distributes to pregnant or post-partum mothers? 10. Does this facility have lactation/breastfeeding support or counselors for mothers with feeding problems? 11. How is SOP created, disseminated, monitored, and evaluated for your department? |

**Supplemental Table 1g: Interview Guide for Postpartum Parents**

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| **A** | **Interview Information**   * Name of Informant |
| **B** | **Antenatal Care**   1. What do you think of breastfeeding counseling/care in your antenatal care? |
| **C** | **Post-partum Care**   1. How do you feel about the early initiation of breastfeeding? Did you experience it? 2. How do you feel about postpartum lactation counseling and help? How was the breastfeeding support and care that you received after the delivery? 3. How do you feel about rooming in? How was your experience? |
| **D** | **Breastfeeding**   1. What do you think about hand-expression of milk? Have you been taught how to do it? 2. What do you think about breastfeeding a baby without a schedule? Did you experience it? 3. How do you feel about using pacifiers and nipples? Did you receive any information regarding this issue? 4. What do you think about a baby drinking breast milk from a cup? Have you been taught how to do it? |
| **E** | **Community Support**   1. Do you know of any breastfeeding support groups in your community? 2. If so, have you ever attended? 3. If you have attended, was it helpful? |