Infant Feeding Behaviors

**Proximate Determinants**

Maternal choices

Opportunities to act on choices

**Intermediate Determinants**

Infant feeding information and physical and social support during pregnancy, childbirth and post-partum:
- Access to antenatal care and quality of care
- Quality of assistance during delivery and in the first few days
- Access to postnatal maternal and child health care, and quality of care
- Type and quality of professional support to lactation management
- Access to peer counseling and Mother-to-Mother support

**Underlying Determinants**

Familial, medical, and cultural attitudes and norms; Demographic and economic conditions
- Age, parity, physical and psychological health of the mother
- Breastfeeding experience of the mother herself, and with previous children
- Education, employment, social class, ethnicity, area of residence
- Knowledge, attitudes, confidence in the ability to breastfeed
- Marital status, family size, support from father/partner and family
- Lifestyles (smoking, alcohol, drugs, diet, physical exercise)
- Birth weight, gestational age, birth interventions, mode of delivery, health of the newborn
- Access to role-models who have had positive breastfeeding experiences

Commercial pressures
Prevalence and aggressiveness of direct and indirect marketing of infant formulas, bottles, and artificial nipples/pacifiers, and early weaning supplements

Local, State, and National policies and norms

**Public health policies**
- Level of priority and financial support given to breastfeeding
- Official policies, recommendations and plans
- Monitoring and surveillance systems
- Quality of pre- and in-service training of health workers
- Financial support for voluntary Mother-to-Mother support activities
- Information, Education, and Communications about infant feeding and use of different media for breastfeeding advocacy

**Social policies and culture**
- Legislation on and enforcement of formula marketing (the International Code)
- Legislation on maternity protection and its enforcement
- Representation and portrayal of infant feeding and mothering in all forms of media
- Obstacles and barriers to breastfeeding in public
- Prevalence and level of activity of community based Mother-to-Mother support groups
- Level of community awareness and knowledge