

Supplementary Material

Country Committee Member Interview Guide-Mexico

Hello, my name is _____. On behalf of Yale University and Universidad Iberoamericana, I'm conducting in-depth interviews with all the committee members who participated in the Becoming Breastfeeding Friendly (BBF) - Mexico assessment over the past year in order to help us understand if BBF has been useful or not as well as how we can improve BBF and support other countries who would like to apply it.

I welcome all comments, responses, and insights you would like to share with me and encourage you to let me know anything you feel about BBF. If you agree to be interviewed, I would like to request your permission to record this interview so that I can give you my full attention and ensure I understand everything you would like to share. Both your name and your responses will not be linked to your name. The BBF team will summarize the interviews making all efforts to protect your identity. However, we cannot guarantee complete anonymity as someone may be able to know who you are based on your answers provided.

Identification

Name:

Workplace:

Position:

How long have you been in this position (months/years)?

What gear group(s) did you participate in for BBF?

About how many hours did you spend per month working on BBF?

General questions:

1. Tell me about your experience working on BBF.
2. How did you become involved in it?
3. What factors led you to decide to participate?

Before the BBF project started:

1. When you first learned about BBF, what were your thoughts?

Instruction to interviewer: Follow-up with questions 2-4 only if answers were not provided in response to Q.1.

2. What were your expectations about BBF?
 - a. What were your expectations?

3. What impact did you anticipate BBF would have in Mexico when you first learned of it?

During the BBF scoring process:

1. As you know, the purpose of the BBF scoring process was to evaluate the scale-up environment of breastfeeding in Mexico. On a scale of 1 to 10 (1 being not at all and 10 being perfectly), how well do you think the BBF scoring process achieved this goal?
 - a. Can you explain?

Instruction to interviewer: Follow-up with questions 2-4 only if answers were not provided in response to Q.1.

2. The purpose of the BBF policy recommendation development process was to provide context-specific recommendations for improving breastfeeding practices in Mexico. On a scale of 1 to 10 (1 being not at all and 10 being perfectly), how well do you think the process achieved this goal?
 - a. Can you explain?
3. What difficulties did you encounter related to the process?
 - a. Can you describe those difficulties?
 - b. How did you or the committee respond to those difficulties?
 - c. If so, what? If not, why not?
4. Are you aware of the Case Studies that the Yale team prepared to guide the index scoring?
 - a. If yes, what do you think about the case studies?

After the BBF scoring process:

1. How has your participation in the 5-meeting process shaped or not shaped your understanding of what has to be done to improve breastfeeding in Mexico?
 - a. Please provide some examples.
2. If you had to choose one BBF [BFGM] gear that was the most challenging for the committee, what would you choose?
 - a. For you?
 - i. Why?
 - b. For the committee in general?
 - i. Why?
3. What do you think about the score of 1.4 that Mexico has received?

Instruction to interviewer: Follow-up with questions 4-5 only if answers were not provided in response to Q.1-3.

4. What kinds of impacts have you seen related to BBF in Mexico so far?
5. In your opinion, what should be the next steps for the country committee in Mexico?

Instruction to interviewer: Follow-up with question 6 only if answers were not provided in response to Q. 5.

6. In your opinion, what would be the next steps for Mexico regarding breastfeeding scale up?

Instruction to interviewer: Follow-up with questions 7-10 only if answers were not provided in response to Q's before.

7. Knowing what you know now, what are your thoughts about BBF in general?
 - a. Please, describe:
 - i. positive aspects
 - ii. difficult/hindering aspects
 - iii. aspects that need adjustment
8. What lessons have you learned from BBF? (Lessons learned refers to things that you have learned during the process that could improve or facilitate the process that you would like to share with others countries.)
9. With respect to the BBF scoring process, how would repeating it within 15 months from now influence the BF strategy in Mexico?
 - a. Would you be willing to participate in the next scoring process?
 - i. Please explain.
10. Is there anything else you would like to share with me about your experience with BBF and/or the state of breastfeeding in Mexico?