

## Author's Accepted Manuscript

Breastfeeding initiation: an in-depth qualitative analysis of the perspectives of women and midwives using Social Cognitive Theory

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PII: S0266-6138(17)30067-0  
DOI: <https://doi.org/10.1016/j.midw.2017.10.013>  
Reference: YMIDW2122

To appear in: *Midwifery*

Received date: 26 January 2017  
Revised date: 4 October 2017  
Accepted date: 14 October 2017

Cite this article as: M.E. EDWARDS, R.G. JEPSON and R.J. McINNES, Breastfeeding initiation: an in-depth qualitative analysis of the perspectives of women and midwives using Social Cognitive Theory, *Midwifery*, <https://doi.org/10.1016/j.midw.2017.10.013>

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**Abstract**

Objective – To explore women’s and midwives’ expectations, knowledge and experiences of breastfeeding initiation using Social Cognitive Theory.

Design – A qualitative study using focus group discussions and individual interviews.

Breastfeeding initiation was defined for this study as a process within the first 48

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