

Other Rungs	
Telephone helpline	
SMS	
Face-to-face contact	
Support group	✓
Midwife	
Health visitor	
GP	
Pharmacist	
Smoking cessation service	
Breastfeeding peer support	✓
Breath test	
Urine test	
Prove breastfeeding	
Expressed breast milk	
Cut down smoking	
Give up smoking and breastfeeding	
Goal-setting	✓
Information and education	
Help and support	✓
Community location	✓
Home	
Work	✓
Timing?	✓
Non-judgemental	
Listens to me	✓
Helps me feel more confident	
Always seeing the same person	
Gives me support and congratulates me	✓
ANY OTHERS??	