

Categories and subcategories	Theme
<p>The unique woman</p> <ul style="list-style-type: none"> - Confirmation as a person and as a breastfeeding woman - Support to women, whether breastfeeding or not 	<p>Individualized breastfeeding support increases confidence and satisfaction</p>
<p>The sensitive confirming process</p> <ul style="list-style-type: none"> - Observation - Confirmation, practical and physical support 	
<p>Continuity of ongoing support</p> <ul style="list-style-type: none"> - Establish continuity - Follow-up 	

Figure 1 Categories with subcategories and theme identified from interviews with women and midwives.