

Body Image and Breastfeeding Self-Efficacy: How is this Moderated by Partner Support:

Abstract (245 words)

Breastfeeding self-efficacy (BSE), the confidence in one's own ability to breastfeed (McGovern et al., 2024), is significantly related to breastfeeding duration, initiation, and exclusivity (Blyth et al., 2008). Investigating BSE holistically is important (Dennis, 2006) as factors such as partner support and body image have individual positive associations with BSE (Uludağ & Öztürk, 2020; Kapa et al., 2022). It is also important to understand how these factors interact, although research varies. Pujól von Seehausen et al. (2020) found that social support in overweight women before pregnancy can reduce the chances of a delayed breastfeeding initiation, whereas Geller et al. (2024) who found that body image acceptance was significantly associated with BSE, but neither factors were associated with partner support. Prior research hasn't explored whether partner support mitigates the effect of body image dissatisfaction on BSE. Furthermore, identification of specific behaviours that are perceived as the most supportive from partners still lacks depth (Rempel et al., 2016). Subsequently, this study aims to complete a moderation model investigating how body image dissatisfaction impacts BSE, and how partner support impacts this relationship. Additionally, types of supportive and unsupportive partner behaviours will be explored. An online survey will be distributed across social media, using a volunteer sample to recruit breastfeeding parents. This survey will consist of: BI-AAQ (Sandoz et al., 2013); PPSS (Dennis et al., 2017); and BSES-SF (Dennis, 2003). Alongside this, qualitative questions regarding partner support throughout the breastfeeding journey will allow parents to elaborate on their experiences.