

Appendix 1 – Final coding template

1 st level		2 nd level	
Evidence	The sharing of evidence from various sources to support the argument for the use of E-cigarettes or the dis-use of them for breastfeeding mothers.	Anecdotal	Evidence is presented from personal opinions, or through the sharing of non-scientific articles. May include online sources which are not government certified authorities on health, or media stories
		Professional	Evidence is presented from scientific sources or from health professionals. It may be that the health professional quotes do not support the scientific knowledge, but will still be reflected here as an authority on health. Online sources such as NHS based sites will be included here, as well as academic citations.
		Lack of evidence	Asserting that conclusions cannot be drawn due to the lack of relevant evidence. This may include accepting recent evidence, but wanting long term evidence, or not accepting enough evidence to make an informed choice.
Social Support	Includes areas of support such as online groups, messages of support and the sharing of personal experiences of both smoking, quitting, remaining smoke free and relapse	Advice: seeking and giving	Asking for advice and recommendations as well as giving advice and recommendations. Unlike the evidence category this is based on personal opinion, experience or recommendation from others.
		Validation to us or not use	The behaviours and opinions of others validate a woman's choice to vape and breastfeed or choice not to. May cause divisions in the posters.
		Judgement	May be of self or of others – includes feelings of shame, embarrassment or concerns about the ability to be a good mother. May also include comments designed to shame mothers who vape or project own parenting ideals on to others regarding vaping and breastfeeding.
Breast Milk & transference	Discussions of the impact of smoking, vaping and NRT on breastmilk in terms of composition and what enters milk	Nicotine & infant health	May include health effects of nicotine on infants, or the presence of nicotine in milk.
		Reducing the risk	Mediating any perceived risks of breastfeeding a vaping by modifying vaping behaviour
		Vaping & breastfeeding Vs Smoking & breastfeeding	Comparing the two behaviours either as a way of justifying the use of one or arguing the safety of one.
Risk to health	Discussing the concept of 'risk' involved in using ENDS as a new mother. Discussions of the safety of e-cigs and potential health implications of use.	A justified risk	Balancing up the perceived pro's & cons of vaping and breastfeeding, or justifying the use of an e-cig in a way to still adhere to 'good mother' roles.
		Infant health	Discussions on possible positive or negative health implications of vaping as a breastfeeding mother on the infant.
		Mothers health	Includes health effects for the mother- positive and negative, as well as discussions around addiction
		Mediate the risk	Modifying behaviour or taking action to mediate any perceived risks that are non-specific to breastfeeding
Use	Exploring how women are using e-cigs and what the motivations are for use	Relapse prevention	E-cigs as a tool for reducing the risk of relapse to smoking
		Quitting	As a tool to quit smoking
		Motivation for use	Context-specific triggers for use and the concept of identity and choice
		Alternatives	Alternatives to vaping offered

Appendix 2 – Integrative themes - mapping

