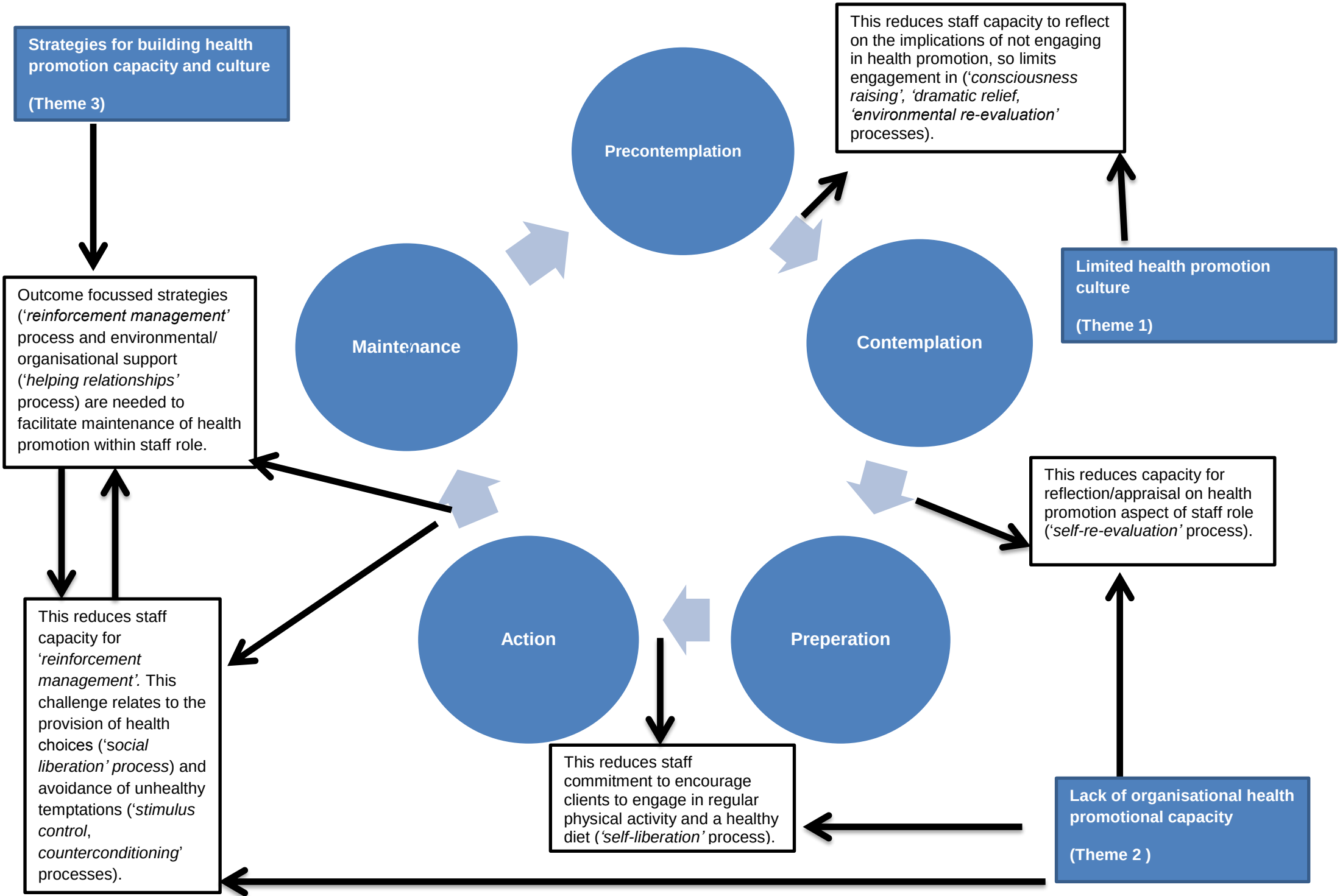Figure 2: Thematic framework illustrating findings mapped on to the TTMBC