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| --- | --- | --- |
| **Table 4: Exposure to Media and IPC Interventions and Impact on Knowledge** | | |
| Part 1- Media Intervention | Unadjusted OR (CI) | Adjusted OR (CI) |
| **Knowledge of First 1000 Days of Life** | |  |
| Know to provide EBF for children aged 0-6 months | 1.65 (1.19-2.28)\* | 1.56 (1.10-2.19)\* |
| Know to provide a variety of and balanced foods for breastfeeding children aged 6-24 months | 1.27 (0.89-1.82) | 1.13 (0.78-1.63) |
| Have heard about the importance of the first  1000 days of life | 2.05 (1.57-2.67)\*\*\* | 1.9 (1.43-2.51)\*\*\* |
|  | | |
| **Knowledge of Stunting** |  |  |
| Know to provide EBF for the first 6 months of life to prevent stunting | 1.62 (1.11-2.38)\* | 1.47 (0.99-2.20) |
| Know to prolong breastfeeding for children  up to 2 years of age to prevent stunting | 1.38 (0.67-2.83) | 1.22 (0.59-2.54) |
| Know how to prevent undernutrition | 1.49 (1.17-1.90)\* | 1.40 (1.08-1.83)\* |
| Have heard about stunting | 2.07 (1.54-2.77)\*\*\* | 1.93 (1.41-2.63)\*\*\* |
|  | | |
| Part 2- IPC Intervention | Unadjusted OR (CI) | Adjusted OR (CI) |
| **Knowledge of First 1000 Day of Life** | |  |
| Know to EBF for children aged 0-6 months | 1.87 (1.47-2.38)\*\*\* | 1.78 (1.37-2.30)\*\*\* |
| Know to provide a variety of and balanced foods for breastfeeding children aged 6-24 months | 1.21 (0.91-1.60) | 1.1 (0.81-1.47) |
| Have heard about the importance of the first  1000 days of life | 2.94 (2.38-3.63)\*\*\* | 3.02 (2.40-3.80)\*\*\* |
|  | | |
| **Knowledge of Stunting** |  |  |
| Know to provide EBF for the first 6 months of life to prevent stunting | 2.04 (1.54-2.69)\*\*\* | 2.02 (1.50-2.72)\*\*\* |
| Know to prolong breastfeeding for children  up to 2 years of age to prevent stunting | 1.66 (0.97-2.82) | 1.33 (0.77-2.33) |
| Know how to prevent undernutrition | 2.91 (2.27-3.73)\*\*\* | 3.05 (2.33-3.98)\*\*\* |
| Have heard about stunting | 3.01 (2.42-3.74)\*\*\* | 3.15 (2.49-3.98)\*\*\* |
| \*p<0.05, \*\* p<0.01, \*\*\*p<0.001 | | |
| Note: Adjusted models include total income, maternal age, maternal education | | |