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| **Table 5: Exposure to Media and IPC Interventions and Impact on Beliefs/Intentions** |
| **Part 1- Media Intervention** | **Unadjusted Point Estimate (P-Value)** | **Adjusted Point Estimate (P-value)** |
| Only giving breastmilk for the first 6 months of life is hard to do | -0.068 (0.115) | -0.089 (0.053) |
| Felt the people who are important to me did notencourage me to EBF for the first 6 months  | -0.059 (0.070) | -0.074 (0.032) |
| Will only give breast milk to child for the first 6 months | 0.009 (0.782) | -0.005 (0.898) |
|  |
| **Part 2- IPC Intervention** | **Unadjusted Point Estimate (P-Value)** | **Adjusted Point Estimate (P-value)** |
| Only giving breastmilk for the first 6 months oflife is hard to do | -0.038 (0.316) | -0.044 (0.273) |
| Felt the people who are important to me did not encourage me to EBF for the first 6 months  | -0.054 (0.055) | -0.050 (0.090) |
| Will only give breast milk to child for the first 6 months | 0.066 (0.023) | 0.062 (0.041) |
| Note: Adjusted models include total income, maternal age, maternal education |