

Sarrassat S, Meda N, Ouedraogo M, Some H, Bambara R, Head R, et al. Behavior change after 20 months of a mass media campaign addressing key lifesaving family behaviors for child survival: midline results from a cluster randomized trial in rural Burkina Faso. *Glob Health Sci Pract.* 2015. Available from: <http://dx.doi.org/10.9745/GHSP-D-15-00153>

**SUPPLEMENTARY TABLE.** Changes From Baseline in Self-Reported Behaviors (Per Protocol Analysis)

	Survey	Control Arm		Intervention Arm		"Crude" DiD	Cluster-Level DiD Analysis							
		Total	%	Total	%		Adjusted for Baseline Prevalence			Adjusted for Baseline Prevalence and Confounder Score				
							DiD	95% CI	P	DiD	95% CI	P		
<b>Maternal health</b>														
4 or more ANC visits	BS	2562	<b>50.8</b>	2470	<b>37.0</b>									
	MD PP	912	<b>60.1</b>	1212	<b>48.4</b>	2.1	<b>-4.1</b>	-19.0	10.8	0.557	<b>-7.3</b>	-25.9	11.3	0.401
Saving money during the pregnancy	BS	2562	<b>62.8</b>	2474	<b>56.4</b>									
	MD PP	912	<b>68.4</b>	1212	<b>69.8</b>	7.8	<b>8.1</b>	-0.4	16.7	0.061	<b>7.6</b>	-3.9	19.1	0.173
Health facility delivery	BS	2562	<b>81.8</b>	2470	<b>56.0</b>									
	MD PP	912	<b>93.3</b>	1212	<b>65.3</b>	-2.2	<b>3.1</b>	-8.0	14.2	0.555	<b>1.4</b>	-9.6	12.5	0.781
<b>Newborn health</b>														
Breastfeeding initiation within 1 hour after birth	BS	2556	<b>32.6</b>	2463	<b>26.8</b>									
	MD PP	906	<b>26.5</b>	1194	<b>31.5</b>	10.8	<b>8.2</b>	-8.2	24.7	0.295	<b>7.7</b>	-20.4	35.8	0.553
First bath delayed for 24 hours or more after birth	BS	2556	<b>55.9</b>	2463	<b>49.3</b>									
	MD PP	906	<b>70.0</b>	1194	<b>52.0</b>	-11.4	<b>-5.6</b>	-16.3	5.2	0.280	<b>-3.6</b>	-19.2	12.1	0.624
<b>Health care seeking in a health facility or with a CHW (2 weeks prior to interview)</b>														
Fever	BS	735	<b>63.7</b>	637	<b>50.2</b>									
	MD PP	704	<b>72.4</b>	744	<b>65.9</b>	7.0	<b>8.6</b>	-5.7	23.0	0.213	<b>14.3</b>	-1.1	29.6	0.065
Fast/difficult breathing	BS	302	<b>56.6</b>	381	<b>44.4</b>									
	MD PP	161	<b>72.1</b>	180	<b>62.8</b>	2.9	<b>-1.0</b>	-26.7	24.8	0.936	<b>17.3</b>	-10.3	44.9	0.193
Diarrhea	BS	559	<b>57.8</b>	514	<b>44.9</b>									
	MD PP	229	<b>66.4</b>	349	<b>65.0</b>	11.5	<b>14.1</b>	-1.5	29.7	0.072	<b>22.0</b>	6.9	37.0	0.009
<b>Treatment (2 weeks prior to interview)</b>														
ACT or quinine IM/IV for fever	BS	735	<b>17.3</b>	639	<b>16.9</b>									
	MD PP	724	<b>34.0</b>	766	<b>32.8</b>	-0.8	<b>-1.6</b>	-12.2	9.0	0.745	<b>7.1</b>	-5.0	19.1	0.220
Antibiotic for fast/difficult breathing	BS	302	<b>28.2</b>	382	<b>27.0</b>									
	MD PP	168	<b>38.7</b>	188	<b>45.2</b>	7.7	<b>14.7</b>	-7.6	37.0	0.175	<b>31.9</b>	5.8	58.1	0.021
ORS or more liquids for diarrhea	BS	560	<b>41.1</b>	516	<b>30.6</b>									
	MD PP	239	<b>42.3</b>	354	<b>55.9</b>	24.1	<b>14.4</b>	1.5	27.4	0.032	<b>8.5</b>	-6.5	23.5	0.234
Homemade solutions for diarrhea	BS	560	<b>6.8</b>	516	<b>6.8</b>									
	MD PP	240	<b>5.0</b>	362	<b>8.3</b>	3.3	<b>4.7</b>	-4.6	14.1	0.289	<b>7.1</b>	-6.0	20.1	0.255
<b>Nutrition</b>														
Exclusive breastfeeding (day prior to interview, 0–5 months old)	BS	428	<b>44.6</b>	450	<b>42.4</b>									
	MD PP	291	<b>59.1</b>	361	<b>50.4</b>	-6.5	<b>-7.4</b>	-21.5	6.6	0.268	<b>0.3</b>	-17.6	18.2	0.969
Complementary feeding (day prior to interview, 6–11 months old)	BS	418	<b>55.5</b>	411	<b>49.9</b>									
	MD PP	290	<b>56.9</b>	394	<b>52.3</b>	1.0	<b>-3.6</b>	-17.9	10.7	0.592	<b>-10.6</b>	-28.5	7.2	0.215
Growth monitoring (past 6 months, 0–23 months old)	BS	1525	<b>59.7</b>	1615	<b>51.1</b>									
	MD PP	1210	<b>64.5</b>	1513	<b>58.1</b>	2.2	<b>-0.6</b>	-12.8	11.6	0.916	<b>-5.0</b>	-20.4	10.4	0.486

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	Survey	Control Arm		Intervention Arm		"Crude" DiD	Cluster-Level DiD Analysis							
		Total	%	Total	%		Adjusted for Baseline Prevalence			Adjusted for Baseline Prevalence and Confounder Score				
							DiD	95% CI	P	DiD	95% CI	P		
<b>Bed net use</b>														
Children under an ITN the night prior to interview	BS	2567	<b>60.3</b>	2475	<b>58.5</b>	-1.5	<b>-3.0</b>	-9.4	3.4	0.328	<b>-4.6</b>	-13.3	4.2	0.274
	MD PP	2333	<b>91.1</b>	2596	<b>87.8</b>									
Women under a net during their last pregnancy	BS	2560	<b>65.6</b>	2468	<b>62.5</b>	4.9	<b>1.9</b>	-5.7	9.4	0.597	<b>-1.3</b>	-11.3	8.8	0.786
	MD PP	2334	<b>78.2</b>	2594	<b>80.0</b>									
<b>Sanitation</b>														
Household latrine ownership	BS	2559	<b>19.5</b>	2458	<b>25.0</b>	-0.9	<b>-0.7</b>	-12.0	10.5	0.889	<b>3.8</b>	-12.1	19.7	0.605
	MD PP	2333	<b>30.6</b>	2596	<b>35.2</b>									
Safe disposal of children's last stools <sup>a</sup>	BS	2566	<b>14.1</b>	2475	<b>15.3</b>	0.0	<b>0.1</b>	-6.4	6.7	0.971	<b>2.2</b>	-7.3	11.6	0.619
	MD PP	2310	<b>20.0</b>	2577	<b>21.2</b>									
Hand washing with soap the last time women cleaned their child who defecated	BS	2535	<b>37.5</b>	2401	<b>36.4</b>	1.0	<b>-2.6</b>	-22.8	17.6	0.785	<b>-13.4</b>	-39.1	12.3	0.273
	MD PP	2207	<b>44.3</b>	2426	<b>44.2</b>									

Abbreviations: ACT, artemisinin-based combination therapy; ANC, antenatal care; BS: Baseline survey; CHW, community health worker; CI, confidence interval; DiD, difference-in-difference; IM/IV, intramuscular/intravenous; MD: Midline survey; ORS, oral rehydration solution.

<sup>a</sup> Defined when the child used a latrine or when the stool was thrown into a latrine or buried.