Supplemental Table 1. Description of differences between intervention groups in Bangladesh at endline.

| Intervention component | Non-intensive                                                                 | Intensive                                                                 |
|------------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| **Interpersonal**      | Standard care and nutrition counseling by BRAC health volunteers, *Shasthya Sebika* (SS) who are assigned 250-300 households in their community; expected to visit households monthly, provide health products mainly related to maternal and child health, give messages for 10 key health topics including breastfeeding and immunization, refer for child illnesses, help identify pregnancies and link women to antenatal care, be present at or soon after a delivery. | **Intensive** (as described in non-intensive), plus added intensified counseling: |
| **counseling**         | BRAC health workers, *Shasthya Kormi* (SK) (one per 2500-3000 households) provide antenatal care and postnatal care to mothers who choose to use BRAC’s services and motivate mothers to deliver at a health facility. | - Additional emphasis on early initiation, no pre-lacteals and EBF, animal source foods, feeding quantity during ANC and PNC services provided by the SK |
| **Mass media**         | TV and radio Spots: 7 IYCF focused TV commercials aired via four most watched (by rural mothers) national channels and programs 6 to 12 times a day on three days of the week; and radio stories based on TVCs aired on four radio stations and news/sports programs targeted to male audiences | - Facilitate initiation of BF within one hour by incentivized BRAC health volunteer |
|                        | 1. Early Initiation of Breastfeeding: 42’’                                  | - Incentivized counseling on IYCF by SS during monthly door-to-door visits to all households with children under two years of age |
|                        | https://www.aliveandthrive.org/resources/tv-spot-early-initiation-of-breastfeeding-bangladesh/ | - Counseling by full-time dedicated IYCF worker, *Pushti Kormi*, (PK) (one per 2000-2500 households) to address difficulties, complete volunteer records of home visits, train mothers at home on complementary feeding at six months, and ensure the following schedule of contacts with mothers during the first two years: monthly from 0 to 8 months, every other month to 12 months, one more visit each between 15-18 and 23-24 months |
|                        | Insufficient Milk: 62’’                                                      | - Additional emphasis given to IYCF at community meetings facilitated by BRAC’s ANC/PNC provider in the community with pregnant and recently delivered women |
|                        | https://www.aliveandthrive.org/resources/tv-spot-insufficient-milk-bangladesh/ | |
|                        | Father’s Involvement: 43’’                                                  | |
|                        | https://www.aliveandthrive.org/resources/tv-spot-fathers-involvement-bangladesh/ | |
|                        | Animal Food: 42’’                                                            | |
|                        | https://www.aliveandthrive.org/resources/tv-spot-animal-food-bangladesh/      | |
|                        | Feeding Quantity: 63’’                                                       | |
|                        | https://www.aliveandthrive.org/resources/tv-spot-feeding-quantity-bangladesh/ | |
|                        | Poor Appetite: 42’’                                                          | |
|                        | https://www.aliveandthrive.org/resources/tv-spot-poor-appetite-bangladesh/   | |
|                        | IYCF plus handwashing: 20’’                                                  | |
|                        | https://www.aliveandthrive.org/resources/tv-spot-iycf-plus-handwashing-bangladesh/ | |
| **Community mobilization** | Basic community mobilization through local meetings on topics such as family planning, pregnancy registration, antenatal care | - Local meetings organized by BRAC managers to introduce the A&T program and activities of workers, targeted to school teachers, adolescents, religious leaders, village doctors, district hospital/clinic doctors, community elites on the topic of nutrition and IYCF; fathers’ meetings added with emphasis on handwashing linked to complementary feeding |
|                        |                                                                            | - Village theater shows for the general public to generate discussion about the importance of nutrition and IYCF; role of worker |
Supplementary Figure 1. Path analysis for early initiation of breastfeeding.

Interpersonal counseling 
Mass media 
Community mobilization

Received information score
Social network score of known adopters
Shared information score
Descriptive social norm score
Injunctive social norm score

Early initiation of breastfeeding

Path coefficients:
- Interpersonal counseling to Mass media: 0.773***
- Mass media to Community mobilization: 0.290***
- Community mobilization to Interpersonal counseling: 0.875***
- Interpersonal counseling to Early initiation of breastfeeding: 0.625***
- Mass media to Received information score: 1.244***
- Community mobilization to Received information score: 0.504***
- Interpersonal counseling to Social network score of known adopters: 0.231+
- Mass media to Shared information score: 0.875***
- Social network score of known adopters to Descriptive social norm score: 0.107***
- Shared information score to Injunctive social norm score: 0.057***
- Descriptive social norm score to Early initiation of breastfeeding: 0.037***
- Injunctive social norm score to Early initiation of breastfeeding: 0.107***
- Early initiation of breastfeeding to Received information score: -0.081***
- Received information score to Descriptive social norm score: -0.022
- Descriptive social norm score to Injunctive social norm score: 0.107***
- Injunctive social norm score to Early initiation of breastfeeding: 0.021**
- Early initiation of breastfeeding to Interpersonal counseling: 0.018+
- Early initiation of breastfeeding to Mass media: 0.013**
- Early initiation of breastfeeding to Community mobilization: -0.022

Significance levels:
- * p < 0.05
- ** p < 0.01
- *** p < 0.001
Supplementary data

Supplemental Figure 2. Path analysis for exclusive breastfeeding.