Supplementary table 2. Video viewing frequencies, indexes and complementary feeding indicators presented according to potential confounding factors.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | |  | | **Has watched GloCal videos (%)** | | | | | | | | |  | | | **Knowledge Breastfeeding** | | | | | | | **Knowledge Complementary feeding** | | | | | | | | **Knowledge**  **Hygiene** | | | | | | | **Attitude**  **Breastfeeding** | | | |  | | **Attitude**  **Complementary feeding** | | | | |  | **Practice**  **Breastfeeding** | | | | |  | **Meal frequency**  **(6 months or older)** | | | | | | |  | **DDS**  **(6 months or older)** | | | | | | | | | |
|  |  | |  | | **1-2 times** | | **3-4 times** | | | **5+ times** | | | |  | | |  |  | | |  | | |  | |  | | |  | | |  |  | | | |  | |  | | | |  | |  | | | | |  |  | | | | |  |  | | |  | | | |  |  | | |  | | |  | | |
|  | n | |  | | n=199 | | | n=154 | | | n=194 | | | | p-value\*\* | | mean | | SD | | | p-value\* | | mean | | | SD | | | p-value\* | | mean | | | SD | p-value\* | | | mean | SD | | p-value\* | | | mean | SD | | p-value\* | | | mean | | SD | p-value\* | | | n | mean | | | | SD | p-value\* | | n | mean | | | | SD | | p-value\* | | |
| **Health center** | |  | |  | |  | | |  | | |  | | | |  |  | | |  | | |  | |  | | |  | | |  |  | |  | | | |  |  | |  | | |  |  | |  | |  | |  |  | | |  | |  | |  | |  | |  | |  | |  | |  | | | |  | |
| 1 | | 92 | |  | | 27.2 | | | 35.9 | | | 37.0 | | | | 0.003 | 24.0 | | | 10.0 | | | <0.0001 | | 30.3 | | | 14.3 | | | 0.01 | 36.8 | | 14.1 | | | | 0.003 | 56.2 | | 16.1 | | |  | 57.1 | | 15.2 | | 0.02 | | 86.7 | 16.0 | | | 0.20 | | 62 | | 4.1 | | 1.5 | | 0.0004 | | 62 | | 3.1 | | 1.2 | | | 0.01 | | |
| 2 | | 90 | |  | | 21.1 | | | 33.3 | | | 45.6 | | | |  | 28.4 | | | 11.5 | | |  | | 32.6 | | | 13.6 | | |  | 37.6 | | 12.9 | | | |  | 56.2 | | 18.8 | | | 0.02 | 56.7 | | 17.8 | |  | | 88.0 | 16.4 | | |  | | 68 | | 3.3 | | 2.0 | |  | | 68 | | 2.8 | | 1.8 | | |  | | |
| 3 | | 85 | |  | | 31.8 | | | 27.1 | | | 41.2 | | | |  | 24.9 | | | 9.1 | | |  | | 30.0 | | | 14.4 | | |  | 36.8 | | 14.7 | | | |  | 60.3 | | 15.6 | | |  | 58.2 | | 16.4 | |  | | 85.4 | 14.6 | | |  | | 68 | | 2.6 | | 2.3 | |  | | 68 | | 2.1 | | 1.8 | | |  | | |
| 4 | | 85 | |  | | 47.1 | | | 27.1 | | | 25.9 | | | |  | 21.0 | | | 9.9 | | |  | | 27.3 | | | 13.1 | | |  | 30.9 | | 11.8 | | | |  | 53.3 | | 15.8 | | |  | 51.7 | | 15.9 | |  | | 85.4 | 14.6 | | |  | | 54 | | 2.9 | | 2.1 | |  | | 54 | | 2.4 | | 1.7 | | |  | | |
| 5 | | 101 | |  | | 44.6 | | | 23.8 | | | 31.7 | | | |  | 23.0 | | | 10.1 | | |  | | 26.8 | | | 13.0 | | |  | 34.1 | | 12.1 | | | |  | 52.8 | | 14.4 | | |  | 54.5 | | 14.8 | |  | | 89.7 | 13.1 | | |  | | 72 | | 3.3 | | 1.7 | |  | | 72 | | 2.6 | | 1.4 | | |  | | |
| 6 | | 94 | |  | | 45.7 | | | 22.3 | | | 31.9 | | | |  | 21.3 | | | 8.7 | | |  | | 26.4 | | | 11.2 | | |  | 33.0 | | 11.6 | | | |  | 55.6 | | 16.3 | | |  | 51.8 | | 14.2 | |  | | 87.4 | 12.4 | | |  | | 61 | | 2.9 | | 1.7 | |  | | 61 | | 2.3 | | 1.5 | | |  | | |
|  | |  | |  | |  | | |  | | |  | | | |  |  | | |  | | |  | |  | | |  | | |  |  | |  | | | |  |  | |  | | |  |  | |  | |  | |  |  | | |  | |  | |  | |  | |  | |  | |  | |  | | |  | | |
| **Tribe** | |  | |  | |  | | |  | | |  | | | |  |  | | |  | | |  | |  | | |  | | |  |  | |  | | | |  |  | |  | | |  |  | |  | |  | |  |  | | |  | |  | |  | |  | |  | |  | |  | |  | | |  | | |
| Kamba | | 309 | |  | | 42.7 | | | 24.9 | | | 32.4 | | | | 0.003 | 21.9 | | | 9.2 | | | <0.0001 | | 27.0 | | | 12.8 | | | 0.002 | 33.2 | | 12.6 | | | | 0.01 | 54.3 | | 15.2 | | | 0.13 | 53.1 | | 14.9 | | 0.01 | | 88.1 | 13.0 | | | 0.61 | | 216 | | 3.2 | | 1.8 | | 0.65 | | 216 | | 2.6 | | 1.5 | | | 0.37 | | |
| Kikuyu | | 35 | |  | | 25.7 | | | 40.0 | | | 34.3 | | | |  | 24.2 | | | 11.0 | | |  | | 31.4 | | | 11.7 | | |  | 35.5 | | 12.2 | | | |  | 55.9 | | 20.0 | | |  | 55 | | 16.7 | |  | | 84.6 | 18.8 | | |  | | 26 | | 3.3 | | 2.2 | |  | | 26 | | 2.7 | | 1.8 | | |  | | |
| Luo | | 110 | |  | | 22.7 | | | 30.0 | | | 47.3 | | | |  | 26.0 | | | 10.5 | | |  | | 29.7 | | | 13.6 | | |  | 37.5 | | 13.9 | | | |  | 58.4 | | 16.7 | | |  | 56.2 | | 16.2 | |  | | 85.3 | 15.7 | | |  | | 77 | | 2.9 | | 2.1 | |  | | 77 | | 2.2 | | 1.7 | | |  | | |
| Luhya | | 59 | |  | | 30.5 | | | 39.0 | | | 30.5 | | | |  | 27.2 | | | 11.0 | | |  | | 33.2 | | | 12.7 | | |  | 38.1 | | 14.0 | | | |  | 57.9 | | 17.7 | | |  | 59.5 | | 16.7 | |  | | 87.8 | 16.6 | | |  | | 43 | | 3.3 | | 2.1 | |  | | 43 | | 2.6 | | 1.7 | | |  | | |
| Other | | 34 | |  | | 44.1 | | | 20.6 | | | 35.3 | | | |  | 26.7 | | | 12.0 | | |  | | 32.6 | | | 18.3 | | |  | 35.2 | | 11.6 | | | |  | 54.6 | | 17.4 | | |  | 60 | | 18.4 | |  | | 87.1 | 15.5 | | |  | | 23 | | 3.4 | | 1.8 | |  | | 23 | | 2.9 | | 1.7 | | |  | | |
|  | |  | |  | |  | | |  | | |  | | | |  |  | | |  | | |  | |  | | |  | | |  |  | |  | | | |  |  | |  | | |  |  | |  | |  | |  |  | | |  | |  | |  | |  | |  | |  | |  | |  | | |  | | |
| **Child's age** | |  | |  | |  | | |  | | |  | | | |  |  | | |  | | |  | |  | | |  | | |  |  | |  | | | |  |  | |  | | |  |  | |  | |  | |  |  | | |  | |  | |  | |  | |  | |  | |  | |  | | |  | | |
| 0-5 months | | 162 | |  | | 45.1 | | | 31.5 | | | 23.5 | | | | 0.002 | 23.1 | | | 10.8 | | | 0.52 | | 26.7 | | | 13.5 | | | 0.03 | 28.6 | | 10.7 | | | | <0.0001 | 56.8 | | 15.3 | | | 0.64 | 54.4 | | 15.5 | | 0.01 | | 89.0 | 13.0 | | | 0.06 | |  | |  | |  | |  | |  | |  | |  | | |  | | |
| 6-8 months | | 135 | |  | | 34.8 | | | 31.1 | | | 34.1 | | | |  | 24.8 | | | 10.4 | | |  | | 29.2 | | | 13.8 | | |  | 35.0 | | 13.2 | | | |  | 55.1 | | 15.5 | | |  | 51.8 | | 14.8 | |  | | 88.3 | 14.1 | | |  | | 135 | | 2.2 | | 2.1 | | <0.0001 | | 135 | | 1.7 | | 1.6 | | | <0.0001 | | |
| 9-11 months | | 119 | |  | | 27.7 | | | 24.4 | | | 47.9 | | | |  | 23.6 | | | 9.8 | | |  | | 31.5 | | | 12.9 | | |  | 38.2 | | 12.6 | | | |  | 55.3 | | 16.7 | | |  | 55.6 | | 15.3 | |  | | 86.7 | 15.5 | | |  | | 119 | | 3.8 | | 1.4 | |  | | 119 | | 3.1 | | 1.3 | | |  | | |
| 12-23 months | | 131 | |  | | 35.1 | | | 24.4 | | | 40.5 | | | |  | 23.5 | | | 9.5 | | |  | | 28.7 | | | 13.0 | | |  | 39.5 | | 13.0 | | | |  | 55.1 | | 18.0 | | |  | 58.4 | | 17.2 | |  | | 84.3 | 15.7 | | |  | | 131 | | 3.6 | | 1.8 | |  | | 131 | | 2.9 | | 1.5 | | |  | | |
|  | |  | |  | |  | | |  | | |  | | | |  |  | | |  | | |  | |  | | |  | | |  |  | |  | | | |  |  | |  | | |  |  | |  | |  | |  |  | | |  | |  | |  | |  | |  | |  | |  | |  | | |  | | |
| **Mother's age** | |  | |  | |  | | |  | | |  | | | |  |  | | |  | | |  | |  | | |  | | |  |  | |  | | | |  |  | |  | | |  |  | |  | |  | |  |  | | |  | |  | |  | |  | |  | |  | |  | |  | | |  | | |
| 20 or less | | 64 | |  | | 42.2 | | | 35.9 | | | 21.9 | | | | 0.048 | 17.9 | | | 7.3 | | | <0.0001 | | 25.8 | | | 13.4 | | | 0.24 | 33.6 | | 11.9 | | | | 0.57 | 51.8 | | 15.2 | | | 0.12 | 52.7 | | 15.2 | | 0.01 | | 84.4 | 16.9 | | | 0.29 | | 34 | | 3.6 | | 1.7 | | 0.60 | | 34 | | 2.8 | | 1.3 | | | 0.80 | | |
| 21 - 25 | | 209 | |  | | 37.8 | | | 30.1 | | | 32.1 | | | |  | 23.5 | | | 10.3 | | |  | | 28.9 | | | 13.3 | | |  | 35.0 | | 13.2 | | | |  | 55.5 | | 15.8 | | |  | 54.4 | | 15.8 | |  | | 86.5 | 15.1 | | |  | | 142 | | 3.2 | | 2.0 | |  | | 142 | | 2.4 | | 1.6 | | |  | | |
| 26 - 30 | | 178 | |  | | 33.2 | | | 27.5 | | | 39.3 | | | |  | 24.9 | | | 9.9 | | |  | | 29.3 | | | 13.9 | | |  | 34.4 | | 13.0 | | | |  | 55.8 | | 16.0 | | |  | 53.9 | | 16.1 | |  | | 88.7 | 14.1 | | |  | | 139 | | 3.1 | | 1.9 | |  | | 139 | | 2.6 | | 1.6 | | |  | | |
| 31 or more | | 94 | |  | | 34.0 | | | 20.2 | | | 45.7 | | | |  | 25.9 | | | 10.9 | | |  | | 30.0 | | | 12.7 | | |  | 36.3 | | 13.7 | | | |  | 58.7 | | 18.2 | | |  | 59.8 | | 15.3 | |  | | 88.3 | 12.2 | | |  | | 69 | | 3.1 | | 2.0 | |  | | 69 | | 2.6 | | 1.8 | | |  | | |
|  | |  | |  | |  | | |  | | |  | | | |  |  | | |  | | |  | |  | | |  | | |  |  | |  | | | |  |  | |  | | |  |  | |  | |  | |  |  | | |  | |  | |  | |  | |  | |  | |  | |  | | |  | | |
| **Education** | |  | |  | |  | | |  | | |  | | | |  |  | | |  | | |  | |  | | |  | | |  |  | |  | | | |  |  | |  | | |  |  | |  | |  | |  |  | | |  | |  | |  | |  | |  | |  | |  | |  | | |  | | |
| Less than primary school | | 37 | |  | | 35.1 | | | 21.6 | | | 43.2 | | | | 0.69 | 19.1 | | | 10.4 | | | <0.0001 | | 25.1 | | | 14.1 | | | 0.02 | 36.1 | | 12.3 | | | | 0.01 | 57.9 | | 19.0 | | | 0.45 | 50.7 | | 16.4 | | 0.24 | | 86.5 | 17.0 | | | 0.63 | | 31 | | 2.7 | | 2.0 | | 0.04 | | 31 | | 1.9 | | 1.5 | | | 0.01 | | |
| Primary school | | 263 | |  | | 39.2 | | | 28.9 | | | 31.9 | | | |  | 21.7 | | | 10.0 | | |  | | 27.7 | | | 13.1 | | |  | 32.9 | | 12.8 | | | |  | 54.8 | | 15.8 | | |  | 54.9 | | 16.3 | |  | | 86.5 | 14.4 | | |  | | 182 | | 3.0 | | 1.9 | |  | | 182 | | 2.4 | | 1.5 | | |  | | |
| Secondary | | 170 | |  | | 32.9 | | | 29.4 | | | 37.7 | | | |  | 25.7 | | | 9.0 | | |  | | 30.5 | | | 13.9 | | |  | 36.5 | | 13.2 | | | |  | 56.4 | | 15.9 | | |  | 55.1 | | 16.2 | |  | | 88.5 | 13.4 | | |  | | 122 | | 3.5 | | 1.9 | |  | | 122 | | 2.8 | | 1.7 | | |  | | |
| College | | 73 | |  | | 35.6 | | | 26.0 | | | 38.4 | | | |  | 29.1 | | | 10.5 | | |  | | 31.4 | | | 11.6 | | |  | 37.6 | | 13.3 | | | |  | 56.8 | | 17.7 | | |  | 57.3 | | 13.1 | |  | | 87.1 | 15.8 | | |  | | 47 | | 3.4 | | 2.0 | |  | | 47 | | 2.7 | | 1.7 | | |  | | |
|  | |  | |  | |  | | |  | | |  | | | |  |  | | |  | | |  | |  | | |  | | |  |  | |  | | | |  |  | |  | | |  |  | |  | |  | |  |  | | |  | |  | |  | |  | |  | |  | |  | |  | | |  | | |
| \* ANOVA or Kruskal-Wallis test | | | | | | | | | | | | |
| \*\* Chi-squared test | | | | | | | | | | | | |