

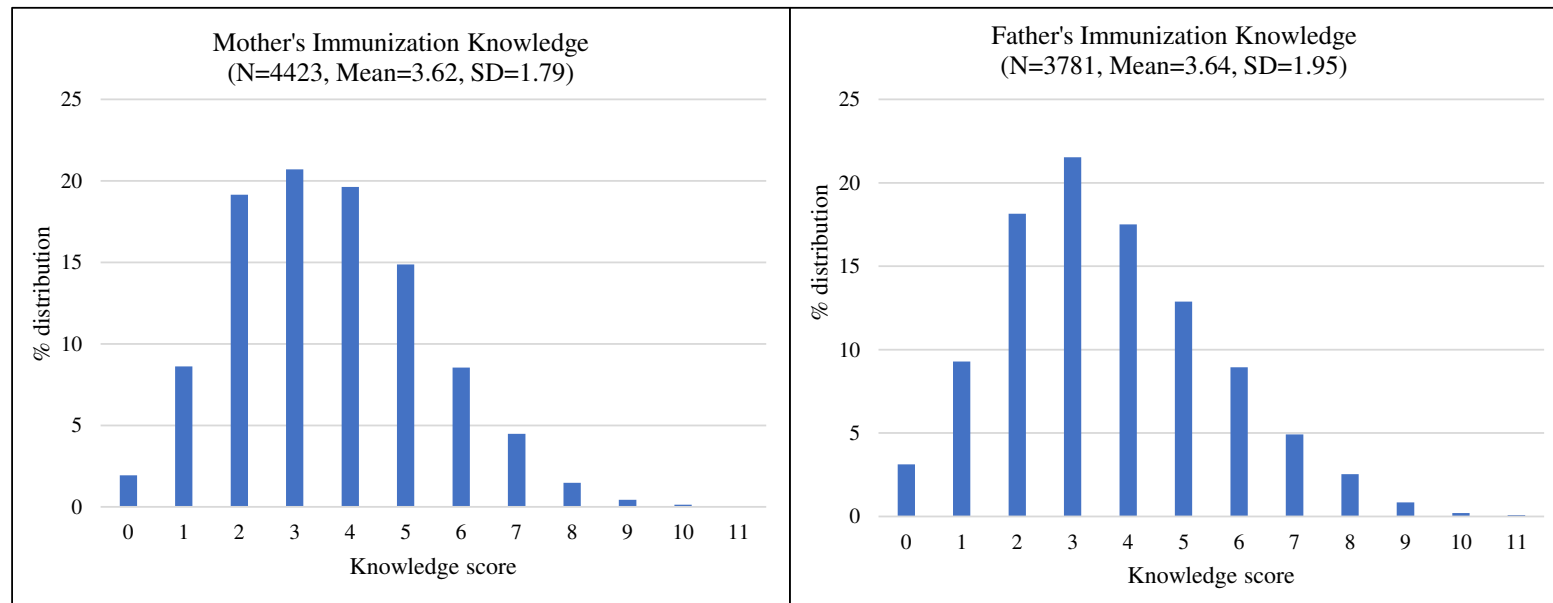
**Annexure-1: Kilkari Immunisation Message Content**

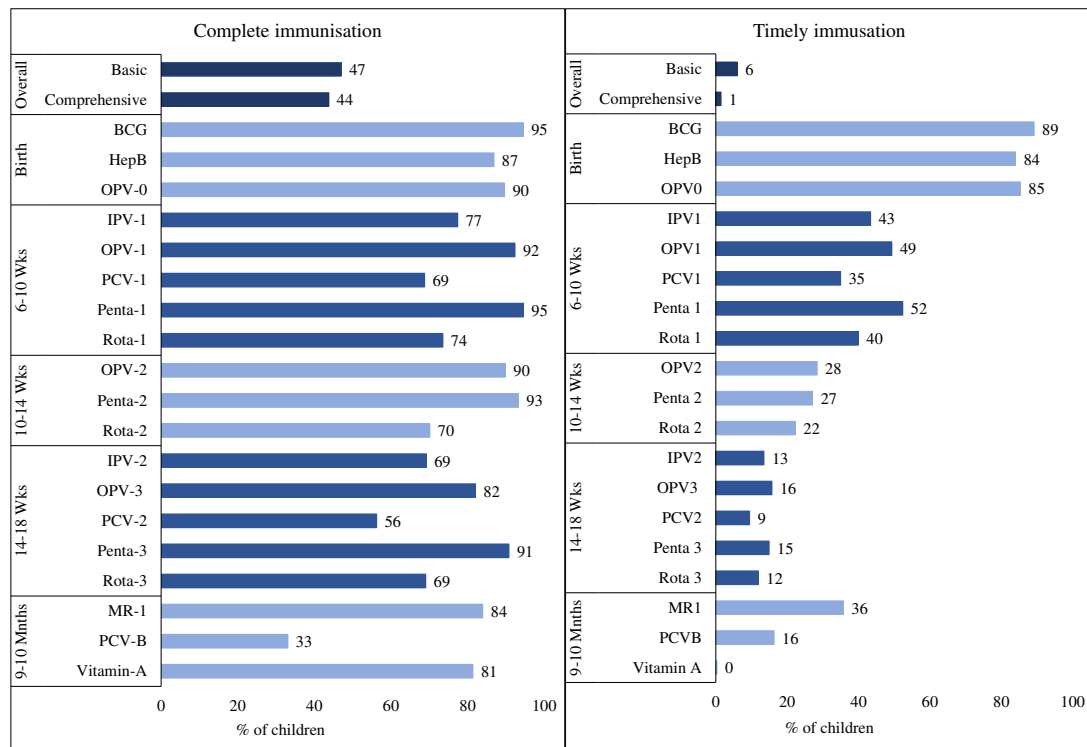
Message week	Message
Week 18	Hello expectant parents - it's almost time for your baby to arrive. The biggest responsibility you have as parents is to ensure that your child is immunised. There are some vaccinations that need to be administered as soon as the baby is born. I'm sure you've arranged for the delivery to be in the hospital, in which case the doctor/nurse will give these to your newborn after delivery. If for some reason you are unable to go to the hospital for delivery, make sure you remember to take your child to a nearby health centre immediately after birth. This will save your child from life-threatening diseases.
Week 28	Immunisation is the best way to ensure your child's health, and it's time for your baby to get its next vaccination. Your baby is due for a vaccination at the age of one and a half months. The ANM visits your village every month to administer vaccinations. Take your child to the nearest health centre. Don't forget to get your child immunised when it becomes a month and a half old, and if for some reason you missed the previous vaccination, make sure your child receives that too. Talk to the ASHA/ANM for more information.
Week 32	I know you care for your child, and so you make sure he/she gets timely vaccinations, so that he/she is protected from life-threatening diseases. Your child is about to turn 2 and a half months old, which means that it's time for the next immunisation dose. Make sure you go for vaccination on the teekakaran divas in your nearest health facility. Make sure you carry your MCP card along with you. If for some reason you forgot the last vaccination, make sure that your child receives that too. Ask your ASHA/ANM about this.
Week 33	Tuberculosis, Poliomyelitis, Hepatitis B, Diphtheria, Whooping Cough, Tetanus and Measles are all life-threatening diseases, but you can protect your child from them by immunising him/her. One immunisation dose is administered right after birth, but there are four other doses that must be administered in the first year. Make sure your child gets all the due immunisation from the health facility which are available free of cost under National Immunization Programme. Missing even one dose results in a risk of illness. Vaccination can have minor side effects like redness, mild fever, which are normal and go away after a while. If you're concerned contact your ASHA/ANM.
Week 36	When your child turns three and a half months old, make sure you take it for its next immunisation dose. Some vaccinations require multiple doses before they are effective. Make sure your child gets every dose of every vaccination. At three and a half months, your baby will get some more vaccinations. If for some reason you've missed a previous dose, make sure your child gets those too. Ask your ASHA/ANM about this. Don't go far away to get the dose administered - just carry your MCP card and your child to the nearest health centre.
Week 39	Diarrhoea causes dehydration that can be life threatening for babies. Getting into the habit of cleanliness and regular hand-washing will help prevent diarrhoea. After defecation and before feeding your baby, make sure you wash your hands. Feed the baby out of a clean utensil. Also keep the following two things in mind - first, make sure you exclusively breastfeed for six months and start appropriate complementary feeding after 6 months; second, immunize your baby completely.
Week 42	All immunisation doses are important and should not be missed. Getting your child vaccinated will prevent him/her from life-threatening diseases. Missing even one dose cause can open up chances of getting diseases. Always remember that a child will be completely protected from the vaccine preventable diseases if all immunisation doses are administered. Mother and Child Protection (MCP) card will help you in tracking all the due vaccinations. If you have not got your MCP card yet, please contact your ASHA or ANM for the same. Make sure your child gets all the due immunisation from the health facility which are available free of cost under Universal Immunization Programme.
Week 43	You can't always tell by looking at a child whether it is getting enough nutrition and growing well and thus regular weighing is important. On the Village Health Nutrition Day or otherwise at the Anganwadi centre, ask you AWW or ANM to weigh your child and record it the MCP card. In case your baby is underweight and needs extra nutrition, you can get extra food at the AWC. You will also get advice about what and how to feed your baby so that she/he grows well.
Week 45	Diarrhoea causes dehydration that can be life threatening for babies. Getting into the habit of cleanliness and regular hand-washing will help prevent diarrhoea. After defecation and before feeding your baby, make sure you wash your hands. Feed the baby out of a clean utensil. Also keep the following two things in mind - first, make sure you exclusively breastfeed for six months and start appropriate complementary feeding after 6 months; second, immunize your baby completely.

Week 56	Your child is growing well, so don't forget to celebrate by getting your child its next vaccination. When your child completes nine months, it is time for another immunisation dose. As I said earlier, missing even one does means putting your child in danger of life-threatening diseases. Make sure you go for the vaccination on the teekakaran divas in your nearest health facility. Make sure you carry your MCP card along with you. The ANM will also give your baby Vitamin A syrup which will help make your baby strong and will maintain good eyesight for your baby. If for some reason you've missed a previous dose, make sure that it's also administered. Ask your ASHA/ANM about this.
Week 71	Immunisation is your biggest responsibility, because it protects your baby from life-threatening diseases. When the baby turns 1.5 years old make sure to go for the next dose of immunization. Make sure you go for the vaccination on the teekakaran divas in your nearest health facility. The ANM will also give your baby Vitamin A syrup which will help make your baby strong and will maintain good eyesight for your baby. So don't forget to have your child immunised when it turns one and a half years old. If for some reason you've missed a previous dose, make sure that it is also administered. Ask your ASHA/ANM about this.

**Annexure-2: Vaccination Schedule from Birth to 12 Months of a Child**

<b>Vaccine</b>	<b>Child's Age</b>
1. Bacillus Calmette-Guerin (BCG)	
2. Hepatitis-B	
3. Oral Polio Vaccine (OPV, dose 0)	Birth to 2 weeks
4. Inactivated Poliomyelitis Vaccine (IPV)	
5. Pentavalent (Penta)	
6. Pneumococcal Conjugate Vaccine (PCV)	
7. Rotavirus (Rota)	
8. OPV-1	6-10 weeks
9. OPV-2	
10. Penta-2	
11. Rota-2	10-14 weeks
12. OPV-3	
13. IPV-2	
14. Penta-3	
15. Rota-3	
16. PCV-2	14-18 weeks
17. PCV-B	
18. Measles & Rubella (MR, dose 1)	
19. Vitamin-A	9-10 months

**Annexure-3: Distribution of parental immunization knowledge scores**

**Annexure-4: Distribution of Full Immunization and Timely Immunization (N=3230)**

## Annexure-5: Results of probit regression of having the MCP card

Select Model - Indicators	Having MCP Card (Probit) (N=3891)		
	Odds Ratio	95% CI	P-value
<b>Kilkari exposure</b>			
Listening to >=50% immunisation calls	0.12	-0.04,0.28	0.14
<b>Caste (Base: Others)</b>			
OBC	0.00	-0.13,0.13	0.98
SC/ST	-0.01	-0.16,0.14	0.93
<b>Wealth (Base: Poorest)</b>			
Poor	0.03	-0.12,0.19	0.67
Middle	-0.09	-0.26,0.07	0.28
Richer	-0.03	-0.21,0.15	0.76
Richest	0.09	-0.11,0.30	0.37
<b>Education</b>			
Years of education	0.03	0.01,0.04	<0.01
<b>Employed</b>			
	-0.08	-0.18,0.03	0.15
<b>Household decision making</b>			
Daily purchase	0.09	-0.11,0.29	0.38
Pregnancy	0.06	-0.14,0.26	0.57
<b>Number of children</b>			
	-0.03	-0.08,0.01	0.17
<b>Mobile Access</b>			
Owns personal mobile	0.03	-0.10,0.16	0.62
Phone with >12 hours	-0.11	-0.26,0.04	0.14
Often with 0 balance	-0.18	-0.34,-0.0	0.03
<b>Source of immunization information</b>			
Asked advice from HW	0.10	0.00,0.21	0.06
Received information from HW	0.12	-0.03,0.27	0.13
Television	0.14	0.03,0.25	0.01
Poster / Newspaper / Handouts	-0.08	-0.20,0.04	0.19
Actual exposure to Kilkari (>=50% content listening)			
<b>ASHA characteristics</b>			
ASHA caste - OBC	0.12	0.02,0.23	0.02
ASHA caste - SC/ST	0.11	-0.04,0.25	0.15
<b>District (Base: Mandsaur)</b>			
Hoshangabad	0.43	0.20,0.67	<0.01
Rewa	-0.14	-0.29,0.01	0.06
Rajgarh	0.15	-0.01,0.31	0.07