**Supplemental Table 1.** Timeline and content of policy reviews and media scan

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| --- | --- | --- | --- |
| **Countries** | **National****Policies and Regulations*1*** | **Timeline of scanning** | **The type of media scanned*2*** |
| Data collection months | Total months | Television advertisements on BMS | Print materials on BMS | Editorial content on BMS | Editorial content on breastfeeding | Facebook online conversations*3* | Online conversations |
| Cambodia | V | Aug 2015 to Jan 2016 | 6 mo | ✓ | ✓ |  |  | ✓ |  |
|  |  | Aug and Oct 2015 and Jan 2016 | 3 mo |  |  | ✓ | ✓ |  |  |
| Indonesia | V | Jan to June 2015 | 6 mo | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Myanmar | V | Mar to Aug 2015 | 6 mo | ✓ | ✓ |  |  | ✓ |  |
| Thailand | V | Jan to June 2015 | 6 mo | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Vietnam | V | Aug to Oct 2015 | 3 mo | ✓ | ✓ | ✓ | ✓ | ✓ |  |

BMS – breastmilk substitutes

*1*For each policy, we qualitatively extracted information about type of legal document, products, age range, and type of promotion under the scope of the regulation.

*2* Data collected by media agencies; non-English materials were translated into English before data analysis. Researchers reviewed the media using structured evaluation form.

*3*Data collected by media agencies for Indonesia and Thailand; and by authors through Facebook of major BMS companies.