

Quantitative analyses; IHC podcast process evaluation.

Table 1. Proportion of parents who listened to each podcast episode

<u>Episode</u>	<u>Listened</u>
1	100%
2	100%
3	99.7%
4	99.7%
5	100%
6	100%
7	100%
8	100%
9	100%

Table 2. Explanatory factors

	Odds ratio* (95% CI)	P-value
Number of episodes a participant listened to	0.73 (95% CI 0.43 to 1.18)	0.22
Number of times per day a participant listened	1.25 (95% CI 1.17 to 1.34)	<0.001
Number of days a participant listened	1.20 (95% CI 1.16 to 1.25)	<0.001

* Odds ratios from a generalized linear model (binomial error distribution, logit link function) with the three variables shown here, unadjusted for other factors.