

Figure S1 Flow diagram of recruitment, randomization, follow-up and analysis of participants.

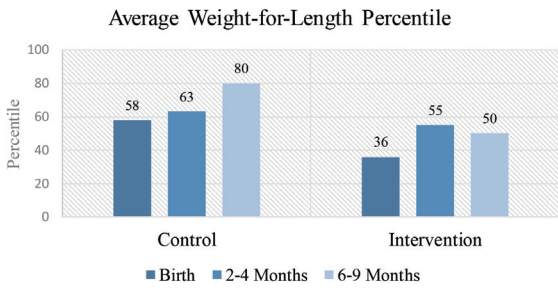


Figure S2 Average weight for length percentile of control versus intervention groups at baseline, 2–4 months, and 6–9 months.

Table S1 Sample text messages for intervention participants

Week delivered	HBM construct targeted	Group (breastfeeding, formula, or solids)	Message
1	Cues to action	Breastfeeding	For the first few months, feed your baby when he/she seems hungry. Feeding your new baby when needed makes them feel secure, cry less, and makes your life easier
1	Cues to action	Formula feeding	For the first few months, feed your baby when he/she seems hungry. Feeding your young baby when he/she asks, makes-him/her feel secure, cry less, and makes your life easier
2	Self-efficacy/ reducing barriers	Breastfeeding	Breastfeeding may take some time to get used to. Other women did it, and you can do it too! If breastfeeding is painful, talk with a breastfeeding specialist. https://goo.gl/iEgNWi
2	Self-efficacy	Formula feeding	After feeding, help your baby burp. Hold him/her on your lap or rest him/her on your shoulder. Gently pat or rub the back. Burping helps the baby get rid of gas and helps his/her tummy feel better. https://goo.gl/RFc7gk
3	Reducing barriers	Breastfeeding	You may feel uncomfortable breastfeeding in public, but there are easy ways to cover while feeding if you aren't comfortable. https://goo.gl/iEgNWi
4	Self-efficacy/cues to action	Formula feeding	Do not confuse your baby's cries of boredom, wet or dirty diapers, or feeling sleepy with hunger. Make sure your baby is hungry before offering a bottle. Your baby may just want a pacifier or to play or be held. https://goo.gl/RFc7gk
12	Benefits	Breastfeeding	Keep breastfeeding! It costs much less than formula feeding, which saves you money
12	Cues to action	Formula feeding	Your baby needs only formula until 4 to 6 months old. You do not need to try food or water until 4 to 6 months
16–24	Cues to action/self-efficacy	Solids	When it is time to start solids foods, be sure to put your baby in a high chair sitting upright and buckled. Your baby should not be too hungry for the first feeding, so do the first feeding 1–2 hours after breastfeeding or bottle feeding
28–32	Cues to action/self-efficacy	Solids	By 7–8 months, your baby may be able to eat a variety of textured foods. Try foods that are lumpy, tender-cooked and finely minced, mashed, ground, and pureed. Have fun trying new foods and textures!

Table S2 Sample safety text messages for control participants

Week delivered	Message
Week 1	Babies should be put to bed on their BACKS in an infant bed with only a cribsheet. Do NOT use blankets, snugglies, or crib bumpers. A sleep sack is a good idea. https://goo.gl/MXdq5c
Week 2	Your baby should have 6 or more wet diapers a day. If not, they may not be getting enough to eat. Contact your baby's healthcare provider if you are not sure: XXX-XXX-XXXX
Week 2	If your baby cries a lot, be sure to take breaks often. If you don't have anyone to hand your baby to, you may need to set him/her down in a safe place like a crib or bouncer, for a little while. Then try again
Week 3	Spend time with your baby and bond. You can sing, talk, or just hold your baby skin-to-skin, and remember, Dad should bond too
Week 4	This is your doctor's team checking in to let you know we are here for you. This can be a trying time. If you feel overwhelmed, sad, or blue, please call us @ 817-735-2363. We can help. You can also call Postpartum Support International @ 800-944-4773
Week 5	Spitting up is very normal. A trick to minimize this is to avoid feeding your baby while lying down
Week 17	Encourage active play with colorful toys, and don't forget "tummy time"
