

Additional file 2:

Subject line and main text of emails sent to the participants in the pilot trial and the main trial

A: Pilot trial

Subject line: the woman trial (London School of Hygiene and Tropical Medicine)

Sender name: Ian Roberts (email address of Gmail account)

Dear [Title. Last name],

We are conducting the WOMAN trial, a large clinical trial to find a better way to reduce postpartum haemorrhage deaths.

We have created a short video about the trial.

Please follow the link below and watch the video.

[Link to the video]

If you find it helpful, please forward the link to colleagues.

Thank you for your help.

Best wishes,

Junko Kiriya

The WOMAN trial coordinating centre

B: Main trial

Subject line: Could an effective treatment for post-partum haemorrhage be on the horizon?

Sender name: Junko Kiriya (email address of LSHTM account)

Dear Dr [lastname],

I work on the WOMAN trial, a large clinical trial of the effect of a clot stabilising drug called tranexamic acid on the risk of death after postpartum bleeding.

In our previous large trial called CRASH-2, we found that this drug significantly reduced the risk of death after traumatic bleeding and so we hope it will also save lives in women who are bleeding after childbirth.

We have made a short video to let people know about the WOMAN trial and we would be grateful if you watch it by clicking the link below.

[link to the video]

If you find it useful please share this e-mail to any colleagues who you think might be interested in the WOMAN trial.

Thank you for your help.

Kind regards,
Junko Kiriya

The Woman Trial

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<http://ctu.lshtm.ac.uk/>

<http://womantrial.lshtm.ac.uk/>