Appendix 2: Flowchart of recruitment and attrition to study

Recruitment:
Postcards received
n = 839

Baseline data
n = 355
(55.6% of postcards)

Delivery data
n = 346
(97.2% of baseline)

SMS data
n = 329
(92.7% of baseline)

Exit data
n = 292
(82.3% of baseline)

Qualitative phase
n = 78

Postcards received
n = 839

Baseline data
n = 355

Delivery and discharge data
n = 346

SMS data
n = 329

Exit data
n = 292

Qualitative phase
n = 78

A: Lost to study n = 264
- Phone cannot be reached = 198
- Forms incomplete or not received = 66
- Declined to participate = 49
- Baby born before forms sent = 40
- Not living in study area = 7
- Stillbirth = 2
- Other = 0

B: Lost to study n = 6
- No follow up

C: Lost to study n = 3
- No mobile, no exit questionnaire

D: Lost to study n = 54
- Unable to contact = 51
- 'Stop' = 2
- Poor English = 1

n = 152 approached at end of exit interview

n = 138 (91%) expressed interest

n = 78 (58%) took part

Focus Groups
n = 38

Interviews
n = 40