

### **Additional File 3**

#### **Interview and Discussion Topic Guides for MomConnect key informants**

My name is Eveline Kabongo. I'm from Stellenbosch University. My study is part of the MomConnect programme which you have designed. To begin I would like to thank you for your time and for being interviewed.

**Question 1:** I am interested in understanding how the MomConnect program works? The first thing that I want to know is what you see as the purpose of the MomConnect programme?

**Question 2:** Why did you think the MomConnect intervention is important to improve MCH health?

**Question 3:** What does the intervention consist of or what are the various components of the MomConnect programme?

**Question 4:** How did you expect the MomConnect programme to increase the utilisation of MCH care services such as ANC and PNC services?

**Question 5:** Who are the individuals involved in running the MomConnect programme?

**Question 6:** As a MomConnect designer and manager, how do you expect the MomConnect programme to improve ANC and PNC services in rural and urban areas? How do you think the messages that are sent to expectant mothers may improve ANC/PNC? Are there some of the enablers you can think of, i.e. things that can help the program succeed?

**Question 7:** During your planning what were the factors that you thought could act as barriers to the implementation of the MomConnect programme?

- a. Do you think that the user's level of education may have an impact on their use of MCH services? Do you think that users from poor households will have difficulty in using healthcare services even though they receive all the supporting messages encouraging them to go to the clinic and use health facilities through the MomConnect programme?

**Question 8:** Which other conditions do you think could prohibit women from using ANC and PNC services?

**Thank you for your time and contribution!**