

Additional File 5 - Focus group discussion guideline with pregnant women and mothers of infants registered to MomConnect

I am Ms Eveline Kabongo. I am from Stellenbosch University. My study seeks to examine how the MomConnect programme influences health-seeking behaviour among pregnant women and mothers of infants aged from zero to one year, to improve maternal and child health. Your collaboration will be of much help as it will allow us to understand the rationale behind the MomConnect programme.

Question 1: How long have you been registered with the MomConnect programme? Does it help you better use your MCH and attend your clinic appointments?

Do you think that being registered on the MomConnect programme makes your utilisation of ANC/or PNC a) Easy? b) Difficult? c) Did not change anything at all?

Question 2: When receiving the message from MomConnect how do you feel?

In what ways do you think that being registered on the MomConnect programme helps you to use ANC/PNC services and attend your clinic appointments?

Question 3: How does being registered to the MomConnect programme influence your healthcare service utilisation in terms of empowering or encouraging you to use ANC and PNC services as early as possible?

Question 4: What makes you use ANC/PNC at the time that you are supposed to use it? What affects your use of ANC and PNC services as an individual?

Question 5: Do you give feedback about the message and services received? How does interaction and feedback help you to use ANC/PNC services?

Question 6: What do you think about the messages and education that you receive from MomConnect? Does it really help you to use ANC/PNC services? If so, how?

Question 7: Did your husband or family member accept your use of ANC/PNC when needed?

Thank you for your time and contribution!