Online Supplemental Table – Univariable analysis of characteristics and awareness of key messages

| | | Prompted awareness: Multi-choice selection of the current 6-key safe sleeping program messages | | |
| | **Total** | **Incorrect / unsure** | **Correct selection of messages** | **p-value** |
	n (%)	n (%)	n (%)	
Maternal age (n=3252)				
24 years or younger	271 (8.3)	128 (47.2)	143 (52.8)	**<0.0001**
25 years or older	2981 (91.7)	726 (24.4)	2255 (75.7)	
Parity (n=3290)				
Primiparous	1496 (45.5)	386 (25.8)	1110 (74.2)	0.5362
Multiparous	1794 (55.5)	480 (26.8)	1314 (73.2)	
Marital status (n=3284)				
Single [never married, separated, widowed]	159 (4.8)	68 (42.8)	91 (57.2)	**<0.0001**
Partnered [married/de facto]	3125 (95.2)	796 (25.5)	2329 (74.5)	
Country of birth (n=3284)				
Overseas born	730 (22.2)	218 (29.9)	512 (70.1)	**0.013**
Australian born	2554 (77.8)	646 (25.3)	1908 (74.7)	
Indigenous status (n=3267)				
Aboriginal and/or Torres Strait Islander	62 (1.9)	29 (46.7)	33 (52.2)	**0.0002**
Neither Aboriginal nor Torres Strait Islander	3205 (98.1)	829 (25.9)	2376 (74.1)	
Education level (n=3284)				
Less than tertiary completed	834 (25.4)	337 (40.4)	497 (59.6)	**<0.0001**
Tertiary completed	2450 (74.6)	524 (21.4)	1926 (78.6)	
Smoking status while pregnant (n=3282)				
Smoked during pregnancy	135 (4.1)	60 (44.4)	75 (55.6)	**<0.0001**
Smoke-free during pregnancy	3147 (95.9)	805 (25.6)	2342 (74.4)	
Household smoke exposure (n=3292)				
Exposed	536 (16.3)	200 (37.3)	336 (62.7)	**<0.0001**
Smoke-free	2756 (83.7)	669 (24.3)	2087 (75.7)	
Socioeconomic status* (n=3287)				
Most disadvantaged quintile	491 (14.9)	170 (34.6)	321 (65.4)	**<0.0001**
Not most disadvantaged quintile	2796 (85.1)	729 (26.1)	2067 (73.9)	
Geographical location[+] (n=3287)				
Very remote, remote, outer regional	525 (16.0)	166 (31.6)	359 (68.4)	**0.0167**
Inner regional, major city	2762 (84.0)	733 (26.5)	2029 (73.5)	
Model of maternity care (n=3303)				
Public	1926 (58.3)	618 (31.1)	1308 (67.9)	**<0.0001**
Private	1377 (41.7)	289 (21.0)	1088 (79.0)	
Antenatal care[±] (n=3292)				
Adequate	3020 (91.7)	795 (26.3)	2225 (73.7)	**0.0051**
Not adequate	272 (8.3)	93 (34.2)	179 (65.8)	
SCN/NICU admission (n=3303)				
Yes	522 (15.8)	151 (28.9)	371 (71.1)	0.3217
No	2781 (84.2)	746 (26.8)	2035 (73.2)	
Gestation (n=3286)				
Term, ≥37 weeks	3074 (93.5)	815 (26.5)	2259 (73.5)	0.0772
Preterm, <37 weeks	212 (6.5)	68 (32.1)	144 (67.9)	
Heard of terms SUDI & SIDS (n=3317)				
No	139 (4.2)	66 (47.5)	73 (52.5)	**<0.0001**
Yes	3178 (95.8)	829 (26.1)	2349 (73.9)	
Nurse/Midwife main source of advice (n=3228)				
No	1655 (51.3)	441 (26.6)	1214 (73.3)	**<0.0001**
Yes	1573 (48.7)	419 (26.6)	1154 (73.4)	
Infant usually supine to sleep (n=3310)				
Yes	2746 (83.0)	672 (24.5)	2074 (75.5)	**<0.0001**
No	564 (17.0)	215 (38.1)	349 (61.9)	

Ever non-supine sleep position (n=3307)				
Yes	1474 (44.6)	453 (30.7)	1021 (69.3)	**<0.0001**
No	1833 (55.4)	432 (23.6)	1401 (76.4)	
Cot usually free of soft, bulky bedding (n=3301)				
Yes	2061 (62.4)	451 (21.9)	1610 (78.1)	**<0.0001**
No	1240 (37.6)	434 (35.0)	806 (65.0)	
Any breastmilk at 8 weeks (n=3321)				
Yes	2751 (82.8)	652 (23.7)	2099 (76.3)	**<0.0001**
No	570 (17.2)	254 (44.6)	316 (55.4)	
Usually sleeps in room alone (n=3306)				
Yes	1252 (37.9)	382 (30.5)	870 (69.5)	**0.0002**
No	2054 (62.1)	504 (24.5)	1550 (75.5)	
Infant *ever* shared sleep surface (n=3296)				
Yes	2525 (76.6)	683 (27.1)	1842 (73.0)	0.1851
No	771 (23.4)	190 (24.6)	581 (75.4)	

*The Socio-Economic Indexes for Areas (SEIFA) – Index of Relative Socio-Economic Advantage and Disadvantage Quintile was used to determine the socioeconomic status of the area where the infant's family reported to live. For analysis a dichotomous variable was used either being in the most disadvantaged quintile or not. [1]

⁺The Accessibility/Remoteness Index of Australia (ARIA+) divides Australia into classes of remoteness based on relative access to services and was used to assess and report geographical location. To create a dichotomous variable for analysis geographic location was grouped major city and inner regional, and outer regional, remote and very remote. [2]

⁺The Kotelchuck Adequacy of Prenatal Care Utilisation Index was used to determine adequacy of antenatal care. Gestational at first antenatal care, number of antenatal visits and gestation at delivery were used to index care as adequate or not adequate. To create a dichotomous variable 'adequate' grouped "adequate-plus" and "adequate," and 'not adequate' grouped "intermediate" and "inadequate". [3]

References

1. Australian Bureau of Statistics [ABS]. 2033.0.55.001 - Census of Population and Housing: Socio-Economic Indexes for Areas (SEIFA), Australia, 2016 Canberra: Australian Bureau of Statistics; 2018 [Available from: https://www.abs.gov.au/ausstats/abs@.nsf/mf/2033.0.55.001 accessed 5 September 2019.
2. Australian Bureau of Statistics [ABS]. 1270.0.55.005 - Australian Statistical Geography Standard (ASGS): Volume 5 - Remoteness Structure, July 2016 Canberra: Australian Bureau of Statistics; 2018 [Available from: https://www.abs.gov.au/websitedbs/d3310114.nsf/home/remoteness+structure accessed 5 September 2019.
3. Kotelchuck M. An evaluation of the Kessner Adequacy of Prenatal Care Index and a proposed Adequacy of Prenatal Care Utilization Index. *Am J Public Health* 1994;84(9):1414-20. doi: 10.2105/ajph.84.9.1414