

## Supplementary file 1: Focus group discussion and interview guides

*Note: This study was part of a larger project on maternal morbidity within the community in Yola, North-east Nigeria and only questions relevant to this paper's focus have been provided below.*

### A. Focus group discussion guide

1. How much quantity of blood would you expect a woman to 'normally' lose **during delivery**? How would you quantify it? *Hear their responses first before showing bottle.*

- Do you think the blood could fill up this bottle (*show them 500mL bottle*), or another bottle less or more than this one?

2. How much quantity of blood would you expect a woman to 'normally' lose **within 24 hours after delivery** (ie, from the time the placenta comes out to 24 hours after delivery)? How would you quantify it? *Hear responses before showing bottle.*

- Do you think the blood could fill up this bottle (*show them 500mL bottle*), or another bottle less or more than this one?

3. How would a woman know if she is losing too much blood after delivery?

4. Do you think a woman needs to seek help at any point of her bleeding? If yes, when?

### B. Interview guide

1. Now let's talk about your blood loss **during delivery**.

- What can you say generally about the blood you lost during your last delivery?
- Would you say the blood loss was normal or too small or too much? *Why do you say that?*
- If you were to quantify the blood loss, how would you quantify it? (*show 500mL and 1,000mL bottles if woman finds it difficult to quantify blood loss*)
- Were you worried about the amount of blood you lost?
  - *If yes:* Why were you worried?
  - *If home birth:* What did you do then? Did you seek help/solution? *If yes:* what did you do? At what point?

2. Now let's talk about your blood loss **within 24 hours after delivery** (that is, from the time the baby came out to 24 hours after delivery).

- What can you say generally about the blood you lost within this period?

- Would you say the blood loss was normal or too small or too much? Why do you say that?
- If you were to quantify the blood loss, how would you quantify it? (*show 500mL and 1,000mL bottles if woman finds it difficult to quantify blood loss*)
- Were you worried about the amount of blood you lost?
  - If yes: Why were you worried?
  - What did you do then? Did you seek help/solution? If yes: what did you do? At what point?

3. How was your bleeding in the next few days after delivery? How did it compare with the bleeding within the first 24 hours?