

SUPPLEMENTAL TABLE 1: IDEATIONAL VARIABLES EXPLORED IN THIS STUDY

Supplemental Table 1: Prevalence of ideational variables explored in this study		
Survey Question (and Desired Response (%))	Malawi (N = 827)	DRC (N = 1,312)
Knowledge of Malaria		
What signs or symptoms would lead you to think that a person has malaria (fever)	75	87
What causes malaria (Mosquito bites)	76	91
What are the things that people can do to stop them from getting malaria (sleep under an (insecticide-treated) mosquito net, use mosquito repellent, take preventive medication, spray house with insecticide)	91	92
Knowledge of Early ANC		
When should a pregnant woman go for pregnancy care for the first time (In the first trimester)	53	36
How many times should a woman go for a prenatal visit during one pregnancy? (4 or more)	92	28
Attitudes towards Early ANC		
Even if a woman thinks she may be pregnant, she should wait a few months before she sees a health provider (disagree)	71	40
A woman who has given birth before does not need to see a health provider as soon as she thinks she might be pregnant. (disagree)	88	78
Perceived Susceptibility to Malaria		
People in this community only get malaria during rainy season (disagree)	39	50
Nearly every year, someone in this community gets a serious case of malaria (agree)	85	67
Perceived Severity to Malaria		
Every case of malaria can potentially lead to death (agree)	89	60
When someone you know gets malaria, you usually expect them to completely recover in a few days (disagree)	28	29
Perceived Self-efficacy		
Do you think you could or could not go for antenatal care so soon as I think might be pregnant (could)	96	79
Recent Interpersonal Communication on ANC		
When did you last discuss going to a prenatal consultation with your spouse/partner? (ever)	62	56
Favorable Perceptions of Health Facility Providers in regard to ANC		
In your community, providers at the health facility make pregnant women pay for	73	75

SP/Fansidar or Novidar SP (3 pills), the medicine to prevent malaria		
Prenatal health providers in this community generally treat pregnant women with respect (agree)	73	90
Perceived Supportive Community Norms		
Generally, how many women in your community go to antenatal care at least four times when they are pregnant? (at least half)	80	74

SUPPLEMENTAL TABLE 2: FULL MODEL OF FACTORS ASSOCIATED WITH INTENTION TO START ANC EARLY IN A FUTURE PREGNANCY

Factors associated with intention to start ANC early in future pregnancy				
	Malawi		DRC	
	≤20 (N = 234)	> 20 (N = 593)	≤ 20 (N = 233)	> 20 (N = 1,088)
ANC Ideational Score	1.75 (1.29, 2.38)	1.52 (1.21, 1.91)	1.58 (1.18, 2.13)	1.31 (1.07, 1.60)
Attended ANC early in last pregnancy	2.26 (0.97, 5.25)	3.60 (1.86, 6.97)	29.80 (7.81,113.65)	6.70 (3.89,11.55)
Region				
Northern/ North (Ref)	1.00 (N/A)	1.00 (N/A)	1.00 (N/A)	1.00 (N/A)
Central	1.07 (0.42, 2.76)	0.92 (0.44, 1.89)		
Southern	5.36 (0.98,29.29)	0.48 (0.20, 1.17)		
West			2.29 (0.71, 7.34)	2.05 (1.19, 3.53)
Kasai			11.30 (3.29,38.78)	3.15 (1.99, 4.97)
Great East			3.44 (0.97,12.14)	1.49 (0.87, 2.56)
Demographics				
Residence, Rural vs Urban	1.05 (0.29, 3.83)	0.30 (0.11, 0.81)	0.35 (0.12, 0.99)	0.45 (0.29, 0.71)
Education, ≥ Primary vs. < Primary	1.03 (0.41, 2.59)	0.94 (0.47, 1.89)	1.51 (0.45, 5.04)	1.40 (0.86, 2.30)
Wealth quintile, Upper two quintiles vs. lower three	0.73 (0.28, 1.86)	0.28 (0.10, 0.83)	0.97 (0.34, 2.74)	0.86 (0.53, 1.37)
Marital status, Married/Cohabiting vs. single/ divorced	0.63 (0.17, 2.31)	0.58 (0.22, 1.53)	0.67 (0.22, 2.09)	1.51 (0.92, 2.47)
Exposure to malaria message in past six months	2.19 (0.48,10.02)	1.27 (0.49, 3.31)	0.67 (0.22, 2.09)	1.51 (0.92, 2.47)
Parity > 1	2.52 (0.66, 9.58)	1.35 (0.76, 2.38)	1.03 (0.42, 2.50)	0.74 (0.42, 1.31)
Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$ Reference group is the null (no category), except where specified				