

## SUPPLEMENTAL MATERIAL 4. ADDITIONAL INFORMATION ON SAMPLING TECHNIQUES

Through the website <https://baringervaring.nl/>, respondents could access the survey. On the website, respondents were informed about the purpose of the study, the organisation and the investigators linked to the study, the length of time of the survey, data storage and privacy.

When participating in the survey, respondents could win a gift card of 50 euros of a skincare brand. If respondents wanted to have a chance of winning, they had to leave their e-mail address at the end of the survey. To secure the respondents' privacy, collected email addresses were stored separately from the filled out questionnaires.

Data was collected between between October 26 and December 17, 2020. The answers given by the respondents were automatically stored in an online database.

In order to reach respondents, 58 social media influencers active on the platform Instagram were approached, of which 16 helped to disseminate the questionnaire on voluntary basis. The influencers were selected based on the relevance concerning the topic: most influencers recently gave birth themselves. Furthermore, they were also chosen based on variance in personal characteristics, such as age, ethnicity and religion. We also sought variance in parity, type and location of birth with their last child, and their personal birth experiences. Below, an example is given of an Instagram Story post that promoted the study (in Dutch).



Seventeen organisations representing hard-to-reach groups in society were approached, of which nine organisations voluntarily assisted in disseminating the questionnaire through their social media channels or live events. Below, an example of a recruitment flyer is given.



**Every childbirth experience counts!**

**Did you give birth in the Netherlands in the last five years? Please fill in our survey!**  
Sharing your experience can help to improve Dutch maternity care.  
Among the participants we give away 20 gift cards of €50 of Naif Care.

Go to the following link or scan the QR-Code below  
[bit.ly/BirthexperienceNL](https://bit.ly/BirthexperienceNL)



Can we help you to fill in the survey?  
[020-4442626](tel:020-4442626)

