

**Table S1: Factor associated with the number of IFA supplements received**

Variables	N(weighted)	Number of IFA received	
		Mean difference (95% CI)	Adjusted mean difference (95% CI)
Region/area			
North (kurigram)	762	Ref	Ref
South (Bhola)	1810	-11.7(-20.1, -3.9)	7.3(1.5, 13.0)
Mother's age			
<20	462	Ref	Ref
20-29	1409	-3.3(-11.5, 5.0)	1.8(-5.1, 8.6)
30 or more	701	-16.7(-25.3, -8.1)	-1.5(-9.5, 6.6)
Mother's education			
Up to primary	1031	Ref	Ref
Secondary	1201	20.1(14.2, 26.1)	4.1(-1.3, 9.6)
Higher secondary and above	340	54.5(44.3, 64.7)	25.6(17.3, 33.9)
Religion			
Muslim	2485	Ref	Ref
Others	87	18.4(2.0, 34.8)	7.9(-5.8, 21.6)
Work involvement			
Not employed	2507	Ref	Ref
Employed	65	12.0(-5.3, 29.4)	7.2(-7.3, 21.7)
Household Wealth (tertile)			
Poor	794	Ref	Ref
Middle	854	3.9(-3.9, 11.7)	1.9(-4.2, 8.1)
Rich	925	23.8(16.0-31.5)	3.6(-3.6, 10.8)
Mother's exposure to print or electronic media (at least once a week)			
No	1905	Ref	Ref
Yes	667	17.4(10.4, 24.5)	5.1(-0.9, 11.1)
Birth order of the last child			
1	955	Ref	Ref
2	793	-13.9(-21.5, -6.2)	-5.8(-12.0, 0.3)
≥3	825	-27.7(-34.7, -20.6)	-5.6(-13.1, 1.8)
Any history of abortion/stillbirth before this pregnancy			
No	2235	Ref	*
Yes	337	2.3 (-6.3, 10.8)	*
Women who had pregnancy complications			
No	1948	Ref	Ref
Yes	624	9.3(0.9, 17.7)	-5.5(-11.0, 0.3)

Variables	N(weighted)	Number of IFA received	
		2572	Mean difference (95% CI)
Number of ANC and timing of first ANC			
Number of ANC visits among mothers who received none/ started late (≥5 months GA) <sup>a</sup>	1818	13.4(11.6, 15.2)	11.1(9.1, 13.2)
Number of ANC visits among mothers who started early (≤4 months GA) <sup>a</sup>	754	15.8(12.8, 18.8)	15.3(12.6, 18.0)
Received advice on IFA			
No	1232	Ref	Ref
Yes	1340	44.2(37.8, 50.7)	31.8(24.6, 39.0)
Received IFA free			
No	1498	Ref	Ref
Yes	1074	36.6(30.7, 42.5)	21.2(16.2, 26.2)
Received IFA only from ANC contacts			
No	1616	Ref	Ref
Yes	956	11.3(5.6, 16.9)	-37.6(-43.5, -31.6)

IFA – iron and folic acid, ANC – antenatal care, GA – gestational age, \* variables not included in the adjusted model

**Table S2: Factor associated with user adherence-adjusted effective coverage (consumed 180+ tablets) during pregnancy**

Variables	N(weighted) 2572	Women consumed 180+ tablets Risk Ratio	Adjusted Risk Ratio
<b>Region/area</b>			
North (kurigram)	762	Ref	Ref
South (Bhola)	1810	0.49(0.35-0.69)	0.65(0.48-0.88)
<b>Mother's age</b>			
<20	462	Ref	
20-29	1409	1.34(0.83-2.17)	*
30 or more	701	1.00(0.60-1.65)	*
<b>Mother's education</b>			
Up to primary	1031	Ref	Ref
Secondary	1201	1.67(1.15-2.44)	1.21(0.80-1.81)
Higher secondary and above	340	4.21(2.74-6.48)	2.2(1.29-3.82)
<b>Religion</b>			
Muslim	2485	Ref	*
Others	87	1.39(0.68-2.85)	*
<b>Work involvement</b>			
Not employed	2507	Ref	*
Employed	65	1.54(0.74-3.19)	*
<b>Household Wealth (tertile)</b>			
Poor	794	Ref	Ref
Middle	854	0.94(0.58-1.51)	0.90(0.58-1.41)
Rich	925	1.76(1.22-2.56)	0.97(0.63-1.51)
<b>Mother's exposure to print or electronic media (at least once a week)</b>			
No	1905	Ref	Ref
yes	667	1.84(1.38-2.45)	1.21(0.88-1.65)
<b>Birth order of the last child</b>			
1	955	Ref	Ref
2	793	1.03(0.73-1.45)	1.09(0.80-1.48)
≥3	825	0.55(0.34-0.73)	0.89(0.56-1.41)
<b>Any history of abortion/stillbirth before this pregnancy</b>			
No	2235	Ref	*
Yes	337	1.10 (0.69-1.77)	*
<b>Women who had pregnancy complications</b>			
No	1948	Ref	*
Yes	624	0.82(0.54-1.24)	*
<b>Number of ANC and timing of first ANC</b>			

Variables	N(weighted) 2572	Women consumed 180+ tablets	
		Risk Ratio	Adjusted Risk Ratio
Number of ANC visits among mothers who received none or started late ( $\geq 5$ months GA)	1818	1.11(0.94, 1.31)	1.24(0.94, 1.34)
Number of ANC visits among mothers who started early ( $\leq 4$ months GA)	754	1.49(1.33, 1.65)	1.46(1.32, 1.62)
<b>Received advice on IFA</b>			
No	1232	Ref	Ref
Yes	1340	1.68(1.18-2.38)	1.52(1.03, 2.23)
<b>Received IFA free</b>			
No	1498	Ref	Ref
Yes	1074	1.29(0.92-1.81)	0.95(0.66, 1.36)
<b>Received IFA only from ANC contacts</b>			
No	1616	Ref	Ref
Yes	956	0.66(0.45-0.97)	0.30(0.20, 0.70)

IFA – iron and folic acid, ANC – antenatal care, GA – gestational age, \* variables not included in the adjusted model.