## Table S1 Obstetric danger signs identified by only few participants

Danger signs mentioned by only few females' and male participants during maternal care in rural, Jimma Ethiopia

| Danger signs | Male | Percentage | Female | Percentage |
| :--- | :--- | :--- | :--- | :--- |
| Severe abdominal pain | 23 | $12.6 \%$ | 40 | $13.2 \%$ |
| Back pain | 9 | $4.9 \%$ | $7.6 \%$ |  |
| Abnormal presentation | 57 | $31.3 \%$ | 84 | $27.8 \%$ |
| Abnormal position | 10 | $5.4 \%$ | $8.3 \%$ |  |
| Fetal distress and death | 5 | $2.7 \%$ | 25 | $6.3 \%$ |
| Fetus return back to uterus | 33 | $18.1 \%$ | 19 | $7.6 \%$ |
| Vaginal tear | 15 | $8.2 \%$ | 23 | $11.9 \%$ |
| Weakness | 17 | $9.3 \%$ | 36 | $8.2 \%$ |
| Pre-rupture of membrane and no | 13 | $7.1 \%$ | 25 | $8.9 \%$ |
| rupture |  |  | 27 |  |

## Bivariate regression analysis

## Bivariate analysis of danger sign knowledge and its determinants during pregnancy.

The study found that both women 956(63.1\%) and men 784(56.5\%) aged 26-35 have shown good danger signs knowledge. They were 1.33 and 1.22 times more likely to mention at least two danger signs during pregnancy respectively. Moreover, as the male participants' educational levels rise, the majority of them become more knowledgeable about danger signs; males are more likely than women to recognize at least two danger sign. Women's educational status, however, did not significantly associate with danger signs knowledge. Besides to this, the study reveled that occupation has significantly associated with danger sign knowledge. Women in farming and government employee were more likely to know at least two danger signs than being the house wives, whereas men's being merchant were more likely to know at least two danger signs. Both genders showed good knowledge of danger signs, with annual household income being a significant factor. The study showed that an increased annual income by one or two folds the odds of knowing danger signs increased by COR=2.33 for women and COR=1.22 for men. However, when income was increased by three or more folds, the odds of knowing danger sign decreased by $28 \%$ for women and $35 \%$ for men. Women who didn't have their own mobile phone were more knowledgeable than the rest of participants. Men had a statistically significant association with having their own mobile phone, making them 1.54 times more likely to know at least two danger signs. Both men and women with better literacy levels, daily radio listening, and positive evaluation of maternal health facilities have a significant relationship with danger sign knowledge during pregnancy.

## Bivariate analysis of danger sign knowledge and its determinants during labor and delivery.

The study found that a higher proportion of women and men identified at least two obstetric danger signs knowledge, but age did not significantly affect this knowledge during labor and delivery. Factors such as education, occupation, household income, and mobile ownership found to be significant associations with danger signs knowledge. In both men and women an increased
educational status increased the odds of identifying at least two danger signs. Men became merchant had higher odds (1.27) of good danger signs knowledge. Women with farming, merchant, and government employee were more likely to know at least two danger signs. Men with the annual income between 20,000-30,000 EHB had higher odds of danger sign knowledge. As well as, an increased women's annual income by one or two folds increased their odds of knowing at least two danger signs by 1.30 times and 2.06 times, respectively. However, increasing income by three folds decreased the odds by $31 \%$. Men with own mobile phones had higher odds of knowing danger signs by 1.27 times, while women had no significant association with mobile phone ownership. Both men and women with better literacy levels, daily radio listening, and positive evaluation of maternal health facilities have a significant relationship with danger sign knowledge during pregnancy.

## Bivariate analysis of danger sign knowledge and its determinants during postnatal

A significant number of men and women participants had poor danger signs knowledge during the postnatal period. Majority was found between the ages of $26-35$. However, in both men and women, age did not significantly influence obstetric danger signs knowledge. Factors such as education, occupation, annual household income, and mobile ownership were found to be significant association to know at least two danger signs. Men who had primary, secondary, and higher education had higher odds of knowing more than two obstetric danger signs, while women who had education in primary and higher education had higher odds of knowing danger signs. The study showed that no significant association between men's occupation and danger sign knowledge, but women who became farmers, merchants, and government employees had higher odds of good danger signs knowledge. Income did not show a significant association with danger sign knowledge among men. However, women's whose income became higher increased the odds of danger signs knowing, while men with mobile phones had higher odds of knowing obstetric danger signs. However, which was no significant association with women's danger signs knowledge in the postnatal period. The findings suggest that increased income can significantly influence knowledge of danger signs. Women and men with partial reading, perceived a short travel times to reach the health facilities, and an increased radio listening significantly influence their knowledge of danger signs during post-natal periods.

## Table S2 Bivariate regression analysis

## Bivariate regression analysis of danger signs

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{2}{*}{Gender variables} \& \multirow[t]{2}{*}{category} \& \multicolumn{2}{|l|}{Danger sign knowledge during pregnancy} \& \multirow[t]{2}{*}{COR(95\% CI)P-value} \& \multicolumn{2}{|l|}{Danger sign knowledge during labour and delivery} \& \multirow[t]{2}{*}{COR(95\% CI)P-value} \& \multicolumn{2}{|l|}{Danger sign knowledge during first 48 hours of post natal} \& \multirow[t]{2}{*}{COR(95\% CI)P-value} \\
\hline \& \& poor \& good \& \& poor \& good \& \& poor \& good \& \\
\hline \multirow[t]{4}{*}{Men age} \& 15-25 \& 133 \& 129 \& 1 \& 196 \& 66 \& 1 \& 189 \& 73 \& 1 \\
\hline \& 26-35 \& 604 \& 784 \& 1.33(1.02-1.74)*.031 \& 959 \& 429 \& 1.32(0.98-1.79) \& 973 \& 415 \& 1.10(0.82-1.48) \\
\hline \& 36-45 \& 515 \& 609 \& 1.22(0.93-1.59) \& 792 \& 333 \& 1.24(0.91-1.69) \& 841 \& 284 \& 0.87(0.64-1.18) \\
\hline \& \(>=46\) \& 189 \& 210 \& 1.14(0.83-1.56) \& 273 \& 126 \& 1.37(0.96-1.94) \& 274 \& 125 \& 1.18(0.83-1.66) \\
\hline \multirow[t]{3}{*}{Women age} \& 15-25 \& 529 \& 747 \& 1 \& 881 \& 395 \& 1 \& 898 \& 378 \& 1 \\
\hline \& 26-35 \& 558 \& 956 \& 1.21(1.04-1.41)**. 013 \& 995 \& 519 \& 1.16(0.99-1.36) \& 1037 \& 477 \& 1.09(0.92-1.28) \\
\hline \& 36-49 \& 123 \& 222 \& 1.25(0.98-1.60) \& 237 \& 113 \& 1.06(0.82-1.37) \& 240 \& 110 \& 1.08(0.84-1.40) \\
\hline \multirow[b]{4}{*}{\begin{tabular}{l}
Men \\
educati \\
on
\end{tabular}} \& No education \& 691 \& 722 \& 1 \& 1039 \& 374 \& 1 \& 1082 \& 331 \& 1 \\
\hline \& Primary \& 680 \& 866 \& 1.21(1.05-1.40)***. 007 \& 1051 \& 495 \& 1.30(1.11-1.53)***. 001 \& 1091 \& 455 \& 1.36(1.15-1.60)***.000 \\
\hline \& Secondary \& 84 \& 146 \& 1.66(1.24-2.21)***. 001 \& 143 \& 87 \& \(1.69(1.26-2.26) * * * .000\) \& 138 \& 92 \& 2.17(1.62-2.91)***.000 \\
\hline \& higher \& 10 \& 36 \& 3.44(1.69-6.99)***.001 \& 24 \& 22 \& 2.54(1.41-4.59)***.000 \& 22 \& 24 \& 3.56(1.97-6.44)***.000 \\
\hline \multirow[t]{4}{*}{Women education} \& No education \& 719 \& 1080 \& 1 \& 1261 \& 539 \& 1 \& 1279 \& 521 \& 1 \\
\hline \& Primary \& 484 \& 795 \& 1.09(0.94-1.26) \& 826 \& 453 \& 1.28(1.10-1.49)***. 001 \& 862 \& 417 \& 1.18(1.01-1.38)*.030 \\
\hline \& Secondary \& 47 \& 87 \& 1.23(0.85-1.77) \& 79 \& 55 \& 1.62(1.13-2.33)***.008 \& 92 \& 42 \& 1.12(0.76-1.63) \\
\hline \& higher \& 6 \& 15 \& 1.77(0.69-4.55) \& 11 \& 11 \& 2.341.00-5.42)***. 048 \& 11 \& 11 \& 2.45(1.05-5.69)*0.037 \\
\hline \multirow[t]{3}{*}{Men occupat ion} \& Farmer \& 1268 \& 1481 \& 1 \& 1939 \& 810 \& 1 \& 1983 \& 766 \& 1 \\
\hline \& trader \& 185 \& 268 \& 1.24(1.01-1.51)*.036 \& 296 \& 157 \& 1.27(1.10-1.56)*.026 \& 323 \& 130 \& 1.02(0.83-1.29) \\
\hline \& Gover't \& 12 \& 21 \& 1.49(0.73-3.05) \& 22 \& 11 \& 1.19(0.57-2.48) \& 27 \& 6 \& 0.57(0.23-1.39) \\
\hline \multirow[t]{4}{*}{women occupatio n} \& house wife \& 1031 \& 1505 \& 1 \& 1773 \& 763 \& 1 \& 1807 \& 729 \& 1 \\
\hline \& Farmer \& 153 \& 330 \& 1.47 (1.20-1.81) \({ }^{* * *} .000\) \& 278 \& 205 \& 1.71(1.40-2.09)***.000 \& 314 \& 169 \& \(1.33(1.08-1.63)^{* *} 006\) \\
\hline \& trader \& 68 \& 125 \& 1.25(0.92-1.70) \& 115 \& 78 \& 1.57(1.16-2.12)**.003 \& 113 \& 80 \& 1.75(1.30-2.36)***.000 \\
\hline \& gover't \& 4 \& 19 \& 3.25(1.10-9.59)*.032 \& 11 \& 12 \& 2.53(1.11-5.77)*.027 \& 10 \& 13 \& 3.22(1.40-7.38)**.006 \\
\hline \multirow[t]{4}{*}{\begin{tabular}{l}
Men HH \\
Annual income
\end{tabular}} \& < \(=10,000\) \& 1043 \& 1223 \& 1 \& 1591 \& 675 \& 1 \& 1645 \& 621 \& 1 \\
\hline \& \[
\begin{aligned}
\& 10,001- \\
\& 20,000 \\
\& \hline
\end{aligned}
\] \& 242 \& 348 \& 1.22(1.02-1.47)*.029 \& 399 \& 191 \& 1.12(0.92-1.37) \& 411 \& 179 \& 1.15(0.94-1.40) \\
\hline \& \[
\begin{aligned}
\& \hline 20,001- \\
\& 30,000 \\
\& \hline
\end{aligned}
\] \& 33 \& 86 \& 2.22(1.47-3.34)***.000 \& 71 \& 48 \& 1.59(1.09-2.32)*.015 \& 79 \& 40 \& 1.34(0.90-1.98) \\
\hline \& \(>=30,001\) \& 147 \& 113 \& 0.65(0.50-0.84)**. 001 \& 196 \& 64 \& 0.77(0.57-1.03) \& 198 \& 62 \& 0.82(0.61-1.11) \\
\hline \multirow[t]{4}{*}{Women annual income} \& < \(=10,000\) \& 941 \& 1325 \& 1 \& 1551 \& 715 \& 1 \& 1586 \& 680 \& 1 \\
\hline \& \[
\begin{aligned}
\& 10,001- \\
\& 20,000 \\
\& \hline
\end{aligned}
\] \& 160 \& 430 \& \(1.90(1.56-2.33)^{* * * .000}\) \& 368 \& 222 \& \(1.30(1.08-1.58) * * .005\) \& 379 \& 211 \& \(1.28(1.07-1.57) * * .007\) \\
\hline \& \[
\begin{aligned}
\& 20,001- \\
\& 30,000 \\
\& \hline
\end{aligned}
\] \& 26 \& 93 \& 2.54(1.63-3.95) \({ }^{* * * .000}\) \& 61 \& 58 \& 2.06(1.42-2.98)***.000 \& 71 \& 48 \& 1.57(1.08-2.29)*.018 \\
\hline \& > \(=30,001\) \& 129 \& 131 \& 0.72(-.55-0.93)*.013 \& 197 \& 63 \& 0.69(0.51-0.93)*.016 \& 208 \& 52 \& 0.58(0.42-0.80)***. 001 \\
\hline \multirow[t]{2}{*}{Men Own mobile} \& No \& 743 \& 768 \& 1 \& 1095 \& 416 \& 1 \& 1134 \& 377 \& 1 \\
\hline \& Yes \& 722 \& 1002 \& 1.34(1.16-1.54)***. 000 \& 1162 \& 562 \& 1.27(1.09-1.48)**.002 \& 1199 \& 525 \& 1.31(1.12-1.53)***. 001 \\
\hline \multirow[t]{2}{*}{Women own mobile} \& No \& 1175 \& 1876 \& 1 \& 2050 \& 1001 \& 1 \& 2112 \& 939 \& 1 \\
\hline \& Yes \& 81 \& 103 \& 0.79(0.59-1.07) \& 127 \& 57 \& 0.91(0.66-1.26) \& 132 \& 52 \& 0.88(0.63-1.23) \\
\hline \multirow[t]{3}{*}{literacy level men} \& no \& 723 \& 784 \& 1 \& 1093 \& 414 \& 1 \& 1151 \& 356 \& 1 \\
\hline \& part \& 256 \& 355 \& 1.26(1.05-1.50)*.010 \& 398 \& 213 \& 1.21(1.02-1.43)*.028 \& 443 \& 168 \& 1.65(1.39-1.96)***.000 \\
\hline \& all \& 486 \& 631 \& 1.11(0.89-1.39) \& 766 \& 351 \& \(1.41(1.15-1.72)^{* *} .001\) \& 739 \& 378 \& 1.22(0.99-1.51) \\
\hline \multirow[t]{3}{*}{litracy level women} \& no \& 861 \& 1273 \& 1 \& 1488 \& 646 \& 1 \& 1516 \& 618 \& 1 \\
\hline \& part \& 146 \& 241 \& 1.19(1.02-1.39)*.023 \& 238 \& 149 \& 1.34(1.12-1.60)**. 001 \& 273 \& 114 \& 1.39(1.16-1.67)***.000 \\
\hline \& all \& 249 \& 465 \& 1.27(1.05-1.54)*.011 \& 451 \& 263 \& 1.44(1.15-1.80)**.001 \& 455 \& 259 \& 1.02(.80-1.29) \\
\hline \multirow[t]{2}{*}{time taken to health facility men} \& < \(=30 \mathrm{~min}\) \& 1129 \& 1367 \& 1 \& 1740 \& 756 \& 1 \& 1771 \& 725 \& 1 \\
\hline \& \(>=31 \mathrm{~min}\) \& 277 \& 328 \& 0.97(0.81-1.16) \& 425 \& 180 \& 097(0.80-1.18) \& 457 \& 148 \& 0.79(0.64-0.97)*.025 \\
\hline time taken to reach to health facility women \& \(<=30 \mathrm{~min}\)

$>=31 \mathrm{~min}$ \& | 929 |
| :---: |
|  |
| 250 | \& 1538

383 \& 1

$0.92(0.77-1.10)$ \& 1646 \& 821

196 \& | 1 |
| :--- |
| $0.89(0.74-1.08)$ | \& 1658 \& 809

155 \& 1
$0.66(0.54-0.81) * * * 000$ <br>
\hline \multirow[t]{3}{*}{listen radio men} \& not \& 393 \& 514 \& 1 \& 658 \& 249 \& 1 \& 672 \& 235 \& 1 <br>
\hline \& one \& 326 \& 591 \& 1.38(1.14-1.67)**. 001 \& 579 \& 338 \& 1.54(1.26-1.88)***.000 \& 601 \& 316 \& 1.50(1.22-1.83)***.000 <br>
\hline \& more \& 536 \& 874 \& 1.24(1.05-1.47)*.011 \& 939 \& 471 \& 1.32(1.10-1.59)**.003 \& 970 \& 440 \& $1.29(1.07-1.56)^{* *} .006$ <br>
\hline \multirow[t]{3}{*}{listen radio women} \& not \& 642 \& 805 \& 1 \& 1059 \& 388 \& 1 \& 1041 \& 406 \& 1 <br>
\hline \& one \& 288 \& 590 \& 1.63(1.37-1.94)***. 000 \& 546 \& 332 \& 1.66(1.38-1.98)***.000 \& 558 \& 320 \& 1.47(1.22-1.75)***. 000 <br>
\hline \& more \& 326 \& 584 \& 1.42(1.20-1.69)***. 000 \& 572 \& 338 \& 1.61(1.35-1.97)***.000 \& 645 \& 265 \& 1.05(0.87-1.26) <br>
\hline \multirow[t]{2}{*}{health facility evaluative men} \& not good \& 1090 \& 1241 \& 1 \& 1646 \& 685 \& 1 \& 1670 \& 661 \& 1 <br>
\hline \& good \& 316 \& 454 \& 1.26(1.07-1.48)**.006 \& 519 \& 251 \& 1.16(0.97-1.38)* \& 558 \& 212 \& 0.96(0.80-1.15) <br>
\hline \multirow[t]{2}{*}{health facility evaluative women} \& not good \& 1013 \& 1498 \& 1 \& 1746 \& 765 \& 1 \& 1738 \& 773 \& 1 <br>
\hline \& good \& 166 \& 423 \& 1.72(1.41-2.09)***. 000 \& 337 \& 252 \& 1.70(1.42-2.05)***. 000 \& 398 \& 191 \& 1.07(0.89-1.30) <br>
\hline
\end{tabular}

${ }^{*} \mathrm{P}<.05,{ }^{* *} \mathrm{P}<.02,{ }^{* * *} \mathrm{P}<.01$

