

e-Table 1: Recruitment strategies used in the study, including psychiatric clinics, websites, apps and social media

Recruitment strategy 1: Informative brochures about the study available at the site, which could be taken freely by the participants	
<i>Site specification/type</i>	<i>Site location(s)</i>
Psychiatric outpatient polyclinics	Østre Agder, Lister, Flekkefjord, Solvang, Strømme (Agder region); Lørenskog (Viken region); North of Norway (Tromsø and surrounding areas)
Outpatient polyclinic for anxiety	Flekkefjord (Agder region))
Specialized outpatient polyclinic of psychosomatics and trauma	Lundsiden (Agder region))
Psychiatric hospital ward	Hospital of South Norway (Sørlandet sykehus), Akershus Universitetssykehus HF in Lørenskog (Viken region)
Regional Section for Eating Disorders	Oslo University Hospital, Villa Sult in Oslo
Public prenatal and postnatal care health clinics	Oslo (Grunerløkka district, Østensjø), Stavanger, Bergen, Trondheim, Tromsø, Ås, Tingvoll, Hareid
Recruitment strategy 2: Information about the study on selected pregnancy-motherhood specific websites, as well as medically oriented websites in Norwegian language, social media and pregnancy forums	
General pregnancy / motherhood specific websites or Facebook page	www.ammehjelp.no (breastfeeding support network), www.altformamma.no (general website for mothers),
Medical-specific websites	www.hjelptilhjelp.no (portal for mental health); www.nhi.no (health portal for healthcare personnel and lay persons); www.tryggmammamedisin.no (National medicines information centre for pregnant and breastfeeding women)
Social media	Facebook (featured ads and posts in pregnancy-related and mental health-related pages and groups), Twitter, featured google ads
Pregnancy forums	Kvinneguide (forum for women in general)
Recruitment strategy 3: Information about the study distributed by patient organizations and peers via social media	
Social media	Organization «Psykisk helse» (Mental health) via Twitter; organization “Landsforening1001dager» (perinatal mental health organization) via their Facebook page; “Norske Kvinners Sanitetsforening” (Women association of Norway) via their Facebook and twitter page

Recruitment strategy 4: Information about the study distributed to <u>users of pregnancy-specific or women-specific apps</u>	
Apps	“Clue”, an app to track ovulation and pregnancy planning; “Helseoversikt”, an app recommended by all prenatal and postnatal health centres in Norway to track health appointments for mother and child, and other health-related information on pregnancy, motherhood and infant care