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| **Table 1c: Standardized mean differences of the independent variables between exposed and not exposed to Family Conversation** |
| Independent variables |  | Sample with all deliveries |  | Not attended by skilled health professional |
| Raw | Matched |  | Raw | Matched |
| Number of ANC visits | None |  |  |  |  |  |
|  | 1 | -0.140 | -0.042 |  |  |  |
|  | 2 | -0.062 | -0.022 |  |  |  |
|  | 3 | -0.058 | 0.034 |  |  |  |
|  | 4+ | 0.328 | -0.034 |  |  |  |
| Number of ANC visits | (continuous) |  |  |  | 0.584 | 0.092 |
| Early PNC | No |  |  |  |  |  |
|  | Yes |  |  |  | 0.440 | -0.015 |
| WDA density | (continuous) | -0.279 | 0.005 |  | -0.455 | -0.028 |
| Age | (continuous) | 0.182 | 0.023 |  | 0.134 | 0.050 |
| Education | (continuous) | 0.101 | 0.035 |  | 0.103 | -0.041 |
| Married | No |  |  |  |  |  |
|  | Yes | 0.020 | -0.058 |  | 0.020 | -0.033 |
| Number of children | (continuous) | 0.135 | 0.026 |  | 0.136 | 0.007 |
| Religion | Orthodox |  |  |  |  |  |
|  | Protestant | -0.209 | -0.016 |  | -0.318 | -0.088 |
|  | Muslim | -0.127 | -0.020 |  | -0.236 | 0.003 |
|  | Other | -0.069 | -0.045 |  | -0.036 | -0.079 |
| Distance to any health facility | <30 minutes |  |  |  |  |  |
|  | 30 min - <1 hr | -0.035 | 0.046 |  | -0.043 | -0.024 |
|  | 1-<2 hrs. | -0.082 | -0.003 |  | -0.135 | -0.016 |
| HEW density | 2,499 or less |  |  |  |  |  |
|  | 1:2500-3500 | 0.011 | 0.047 |  | -0.044 | -0.004 |
|  | 1:3500-5000 | 0.035 | 0.038 |  | 0.121 | -0.078 |
|  | 1:5000+ | -0.001 | -0.079 |  | -0.169 | -0.056 |
| Wealth quintile | Lowest |  |  |  |  |  |
|  | Second | 0.071 | 0.014 |  | 0.137 | -0.081 |
|  | Middle | -0.047 | 0.020 |  | -0.157 | -0.017 |
|  | Fourth | -0.056 | -0.052 |  | -0.052 | 0.020 |
|  | Highest | 0.058 | 0.046 |  | -0.031 | 0.088 |
| Region | Tigray |  |  |  |  |  |
|  | Amhara | -0.038 | 0.059 |  | 0.171 | 0.051 |
|  | Oromia | -0.195 | -0.077 |  | -0.188 | -0.066 |
|  | SNNP | -0.128 | -0.003 |  | -0.262 | 0.012 |
| CBDDM implementation strength | (continuous) | 0.251 | 0.064 |  | 0.131 | -0.065 |
| Raw and Matched denote ‘before’ and 'after’ matching analyzed by propensity score matching analysis (indicator variables were used for categorical measures) |