Additional file 1: Sequential explanatory mixed-methods study of Healthy Start vitamin take-up in North West England, 2012

| Quantitative | Qualitative: 42 semi-structured interviews to explore perceptions and experiences |
|--------------|--------------------------------------------------------------------------------|
| **Healthy Start Issuing Unit (HSIU) quarterly take-up data to set context** | **North West England** |
| • North West England, English regions, and England | • Mothers, health professionals, and commissioners |
| • % take-up of Healthy Start vouchers for food, women’s vitamins, and children’s vitamins around the time of the interviews | • About Healthy Start voucher take-up |
| | • Explored reasons for the three main quantitative findings: |
| | – Why was food voucher take-up more than for vitamin vouchers? |
| | – Why was vitamin voucher take-up so low? |
| | – Why might vitamin voucher take-up be more in the universal area? |