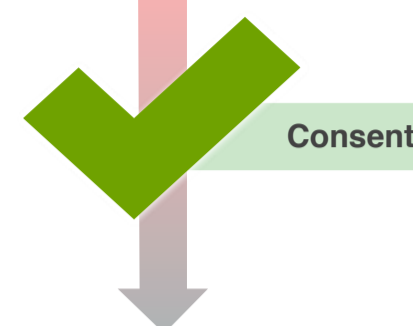**ELIGIBILITY**
Pregnant women 18 years or older. Baby's age from 3rd trimester to 2 months old.

Consent

Signup STUDYID
Email
Email
Username
Password
Security questions
Continue

Log In STUDYID
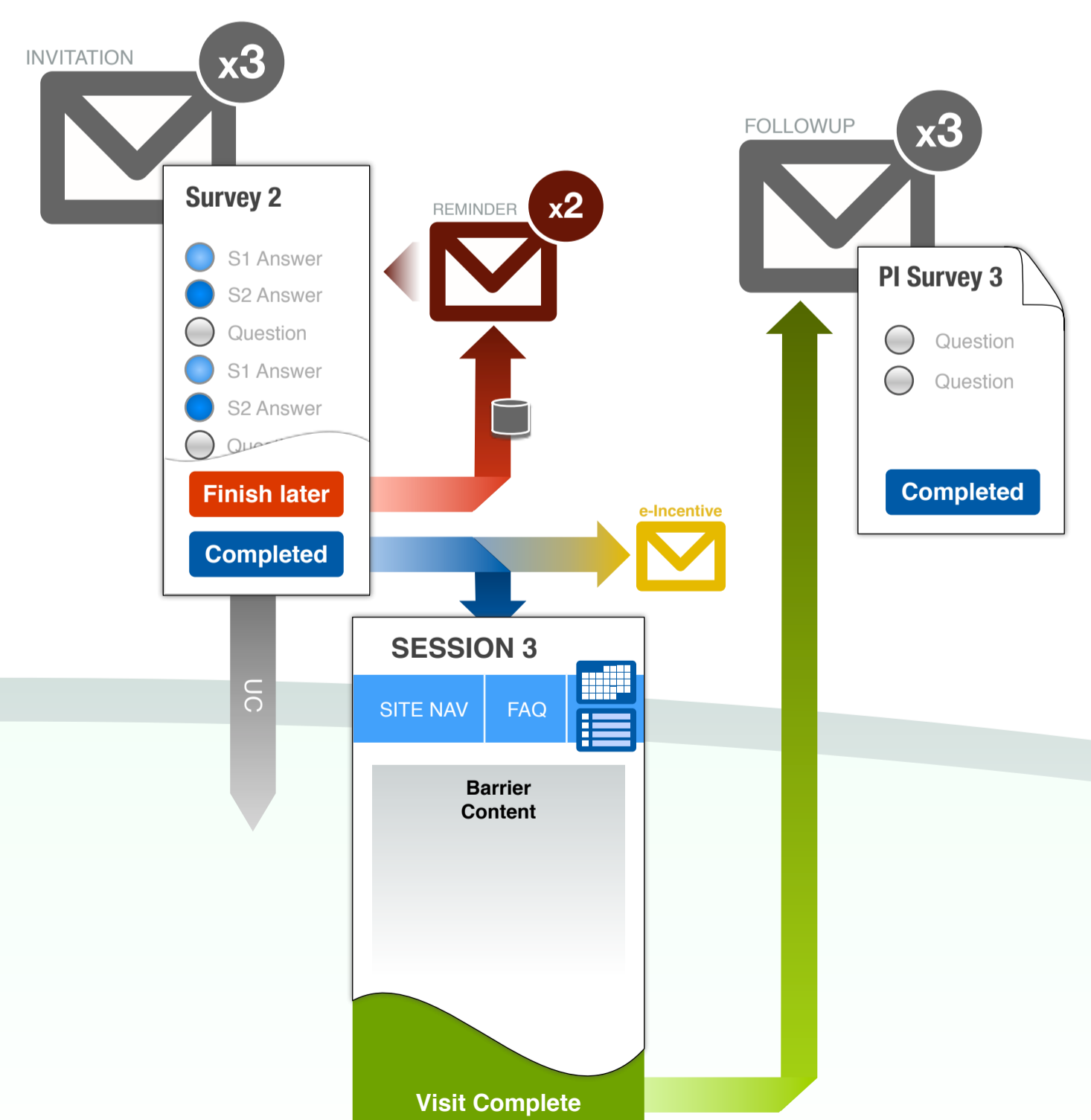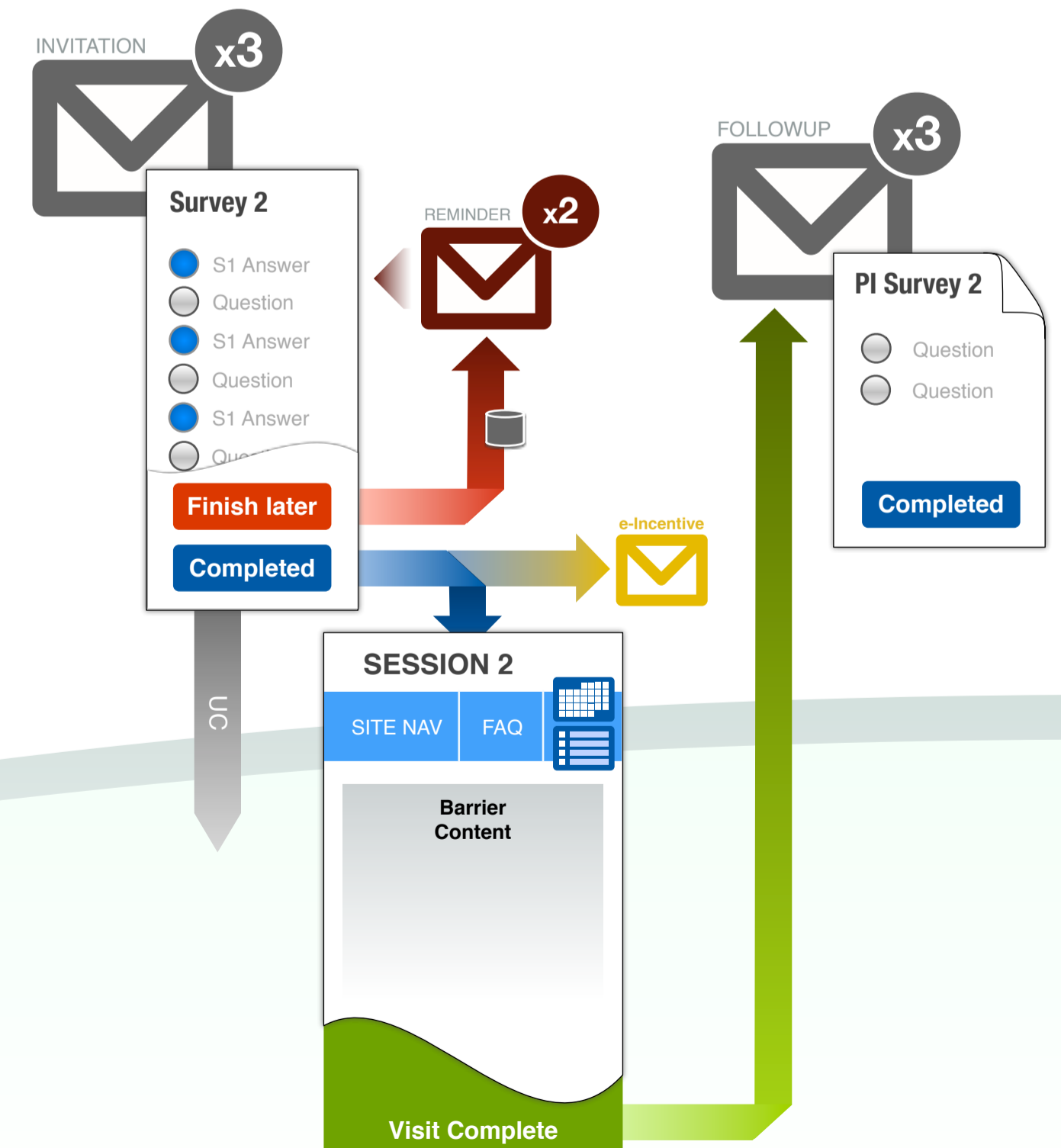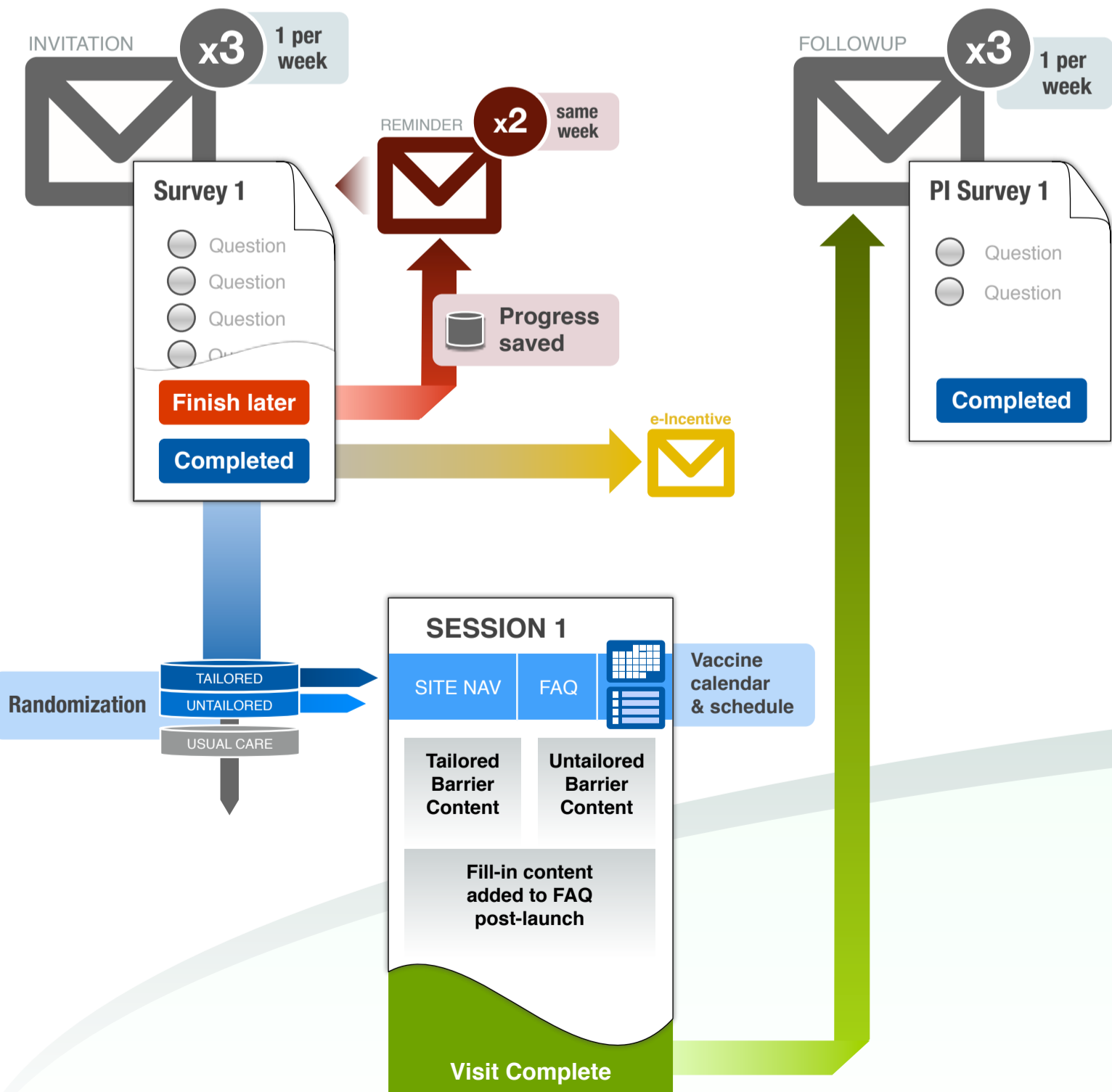Username / email
Password
Forgot Pass   Reset password
Continue

TIME POINT 1
3rd trimester - > 2 mnths

INVITATION x3 1 per week

Survey 1
- Question
- Question
- Question
- Question
Finish later
Completed

REMINDER x2 same week

Progress saved

e-Incentive

Randomization
TAILORED
UNTAILORED
USUAL CARE

SESSION 1
SITE NAV   FAQ
Vaccine calendar & schedule
Tailored Barrier Content   Untailored Barrier Content
Fill-in content added to FAQ post-launch

Visit Complete

FOLLOWUP x3 1 per week

PI Survey 1
- Question
- Question
Completed

TIME POINT 2
4 - 6 months

INVITATION x3

Survey 2
- S1 Answer
- Question
- S1 Answer
- Question
- S1 Answer
- Que...
Finish later
Completed

REMINDER x2

e-Incentive

UC

SESSION 2
SITE NAV   FAQ
Barrier Content

Visit Complete

FOLLOWUP x3

PI Survey 2
- Question
- Question
Completed

TIME POINT 3
10 - 12 months

INVITATION x3

Survey 2
- S1 Answer
- S2 Answer
- Question
- S1 Answer
- S2 Answer
- Que...
Finish later
Completed

REMINDER x2

e-Incentive

UC

SESSION 3
SITE NAV   FAQ
Barrier Content

Visit Complete

FOLLOWUP x3

PI Survey 3
- Question
- Question
Completed

TIME POINT 4
13 - 16 months

INVITATION x3

Survey 2
- S1 Answer
- S2 Answer
- S3 Answer
- Question
- S1 Answer
- S2...
Finish later
Completed

REMINDER x2

e-Incentive

UC

SESSION 4
SITE NAV   FAQ
Barrier Content

Visit Complete

FOLLOWUP x3

PI Survey 4
- Question
- Question
Completed

STUDY ENDS