|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Behaviours promoted by HEW/HDA | Timing in continuum of care | Coverage from L10K baseline | Coverage from L10K midline | Requires commodities | Requires contact with a facility | Recent qualitative studies on the behaviour | Success in behaviour change in previous studies |
| Early ANC Seeking   * Revealing early pregnancy (EP) * First ANC visit in 1st trimester (1T) * Four ANC interactions (4V) | Pregnancy (4V) | 0-25%  (4V) | 25 – 50%  (4V) | Yes | Yes | Many | Moderate |
| Get a tetanus vaccination | Pregnancy | 25 – 50% | 25 – 50% | Yes | Yes | Many | Limited |
| Take iron supplementation in pregnancy | Pregnancy | 0 – 25% | 25 – 50% | Yes | Yes | Many | Moderate (avail) |
| Sleep under a bed net during pregnancy  (in a malarious area) | Pregnancy | 0 – 25% | 25 – 50% | Yes | No | Many | Moderate/ Significant (without/with BCC) |
| Seek care upon recognition of danger signs during pregnancy | Pregnancy | 0 – 25% | 0 – 25% | Yes | Yes | Some | Limited |
| Delivery at Facility | Continuum | 0 – 25% | 0 – 25% | Yes | Yes | Many | Moderate |
| Cord Care:   * Clean cord cutting (CC) * Clean cord tying (CT) * Dry cord care (DC) | Intra-partum/ Post natal | 75 – 100% (CC)  50 – 75% (CT & DT) | 75 – 100% (CC)  50 – 75% (CT & DT) | No/limited | No | Some | Moderate |
| Thermal Care of Newborn:   * Direct drying & wrapping (DW) * Delayed bathing (DB) * Frequent skin-to-skin contact (STS) | Post natal | 50 – 75% (DW & STS)  25 – 50% (DB) | 50 – 75% (DW & STS)  25 – 50% (DB) | No/limited | No | Few / Some | Varied Results |
| Breastfeeding Practices:   * Colostrum given to baby (C) * Practice immediate breastfeeding (I) * Practice exclusive breastfeeding (E) | Post natal | 25 – 50% (C & I)  50 – 75% (E) | 50 – 75% (C & I)  75 – 100% (E) | No | No | Few/Some (C&I)  Many (E) | Limited /  Varied Results |
| Seek care upon recognition of danger signs in newborns | Post natal | 25 – 50% | 25 – 50% | Yes | Yes | Some | Varied Results |
| PNC   * First PNC visit <1 day of delivery * Three PNC interactions | Post natal | 0 – 25% | 0 – 25% | Yes | Yes | Few | Varied Results |

Selection of behaviours for FLW-family interactions study