|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 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