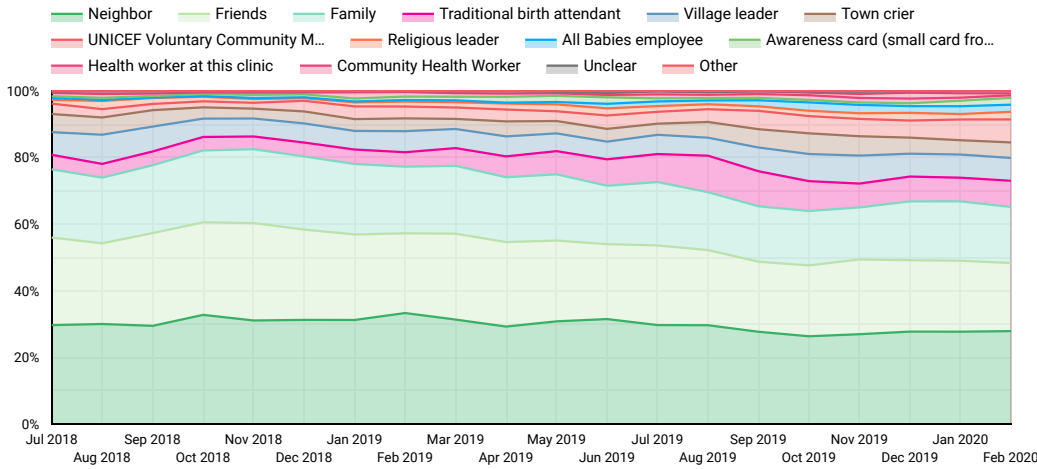


Program Awareness Source

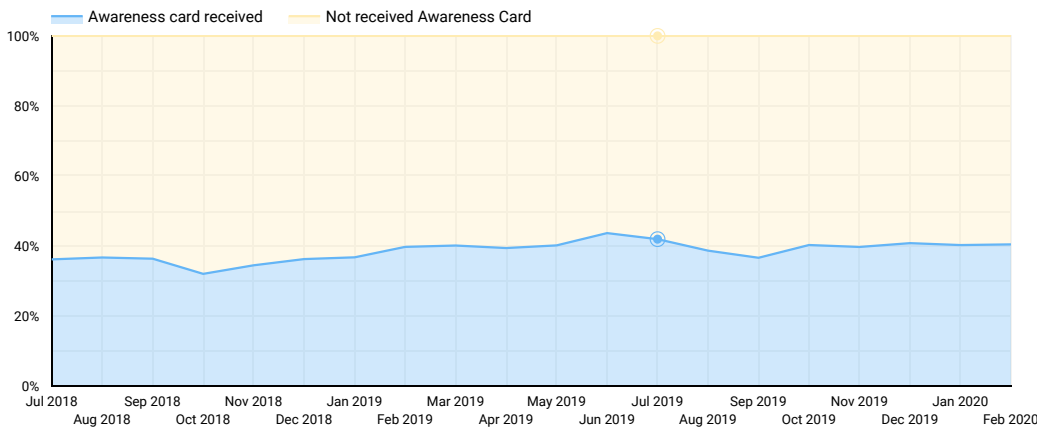


Program Awareness Source	Count	%
Neighbor	66,942	48.26%
Friends	54,352	39.18%
Family	42,796	30.85%
Traditional birth attendant	14,812	10.68%
Village leader	14,636	10.55%
Town crier	9,970	7.19%
UNICEF Voluntary Community Mobilizer (VCM)	8,813	6.35%
Religious leader	3,740	2.7%
All Babies employee	2,500	1.8%
Awareness card (small card from All Babies)	2,374	1.71%
Health worker at this clinic	2,355	1.7%
Community Health Worker	1,674	1.21%
Unclear	359	0.26%
Grand total	138,714	100%

1 - 14 / 14

A respondent can state multiple sources. Grand total represents total responses, whereas each row counts the source mentioned across responses. The sum of individual sources will be higher than the Grand total.

Awareness Card Distribution



Awareness card	Count	%
Not Received	85,471	61.38%
Received	53,768	38.62%

Awareness card given by	Count	%
Another beneficiary	17,468	32.49%
Neighbor friend family	14,857	27.63%
Traditional birth attendant	6,212	11.55%
Village leader	4,721	8.78%
Neighbor/friend/family	2,599	4.83%
All Babies employees	2,283	4.25%
UNICEF Voluntary Community Mobilizer VCM	2,141	3.98%
Town Crier	1,010	1.88%
Health worker at this clinic ANC	892	1.66%
Community Health Worker	623	1.16%
UNICEF Voluntary Community Mobilizer (VCM)	471	0.88%
Religious leader	342	0.64%
Health worker at this clinic (ANC)	132	0.25%
Grand total	53,768	100%

1 - 15 / 15