

2016 KAP Survey

Khyber Pakhtunkhwa

February 2nd 2017



Independent Monitoring Unit (IMU)
Khyber Pakhtunkhwa, Pakistan



Introduction

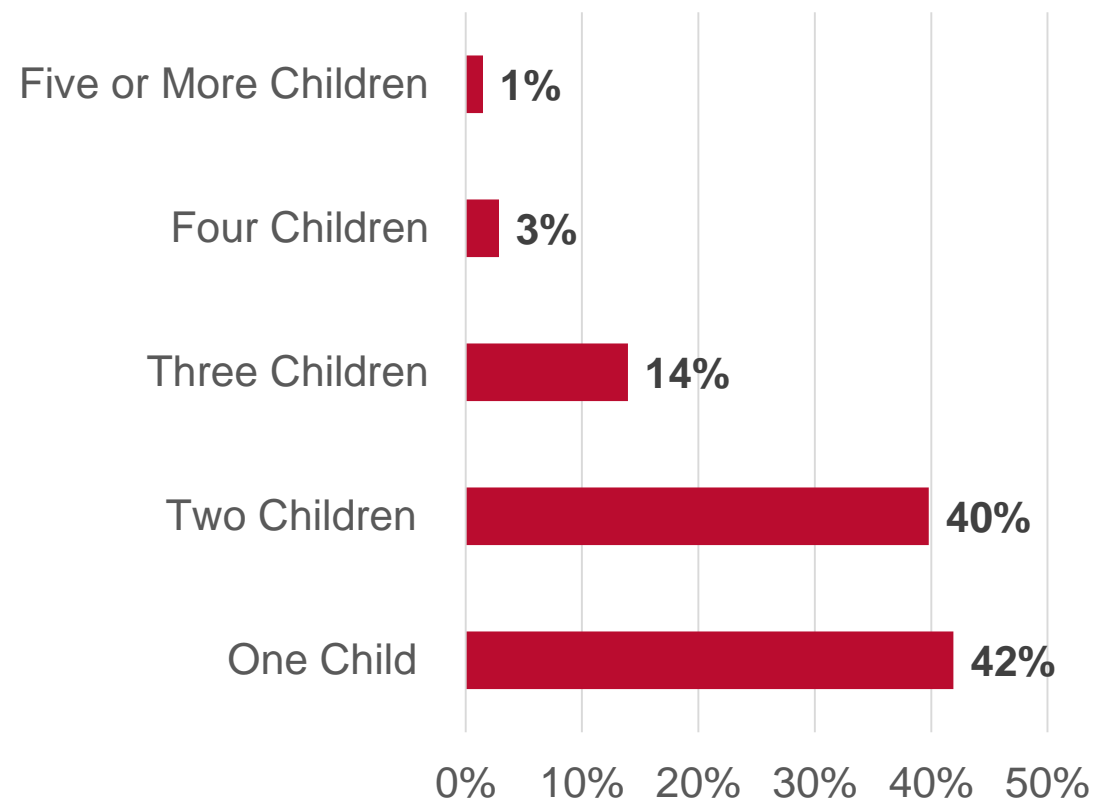
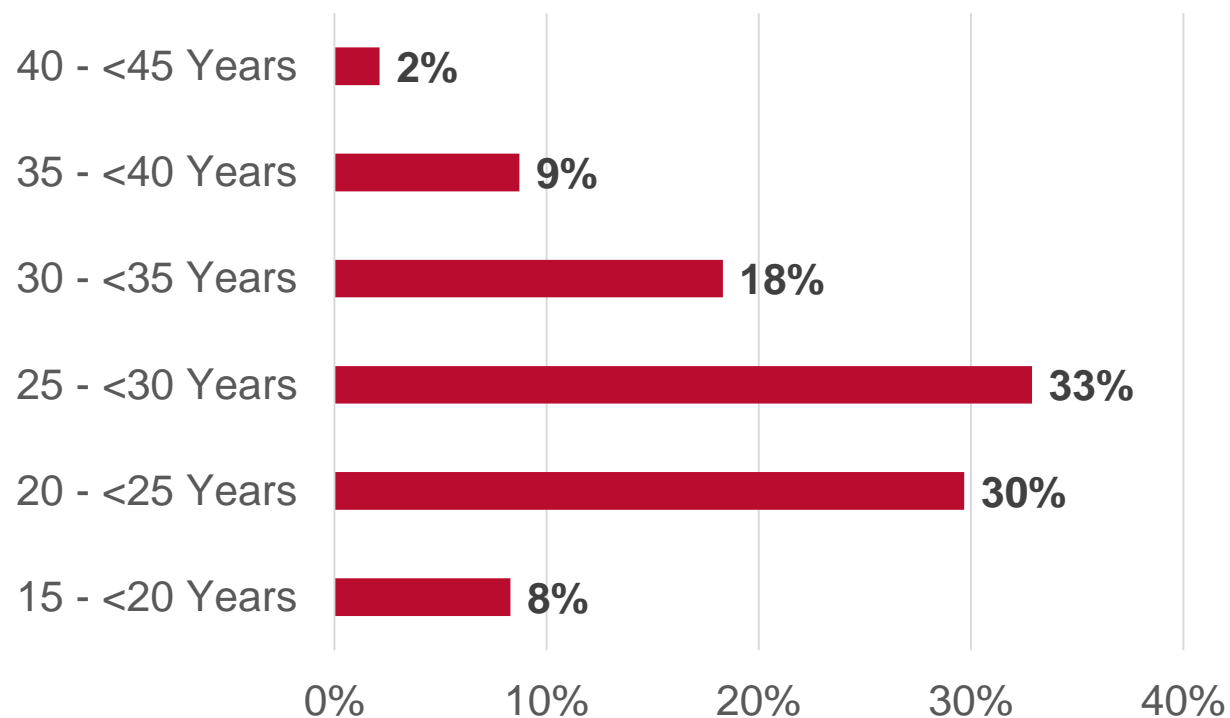
- Conducted by IMU KP with support from Palladium
- Sampling strategy
- Representative at two levels:
 - Province
 - Intervention

Introduction

Sample

- We surveyed 940 mothers in KP with one child less than one year old

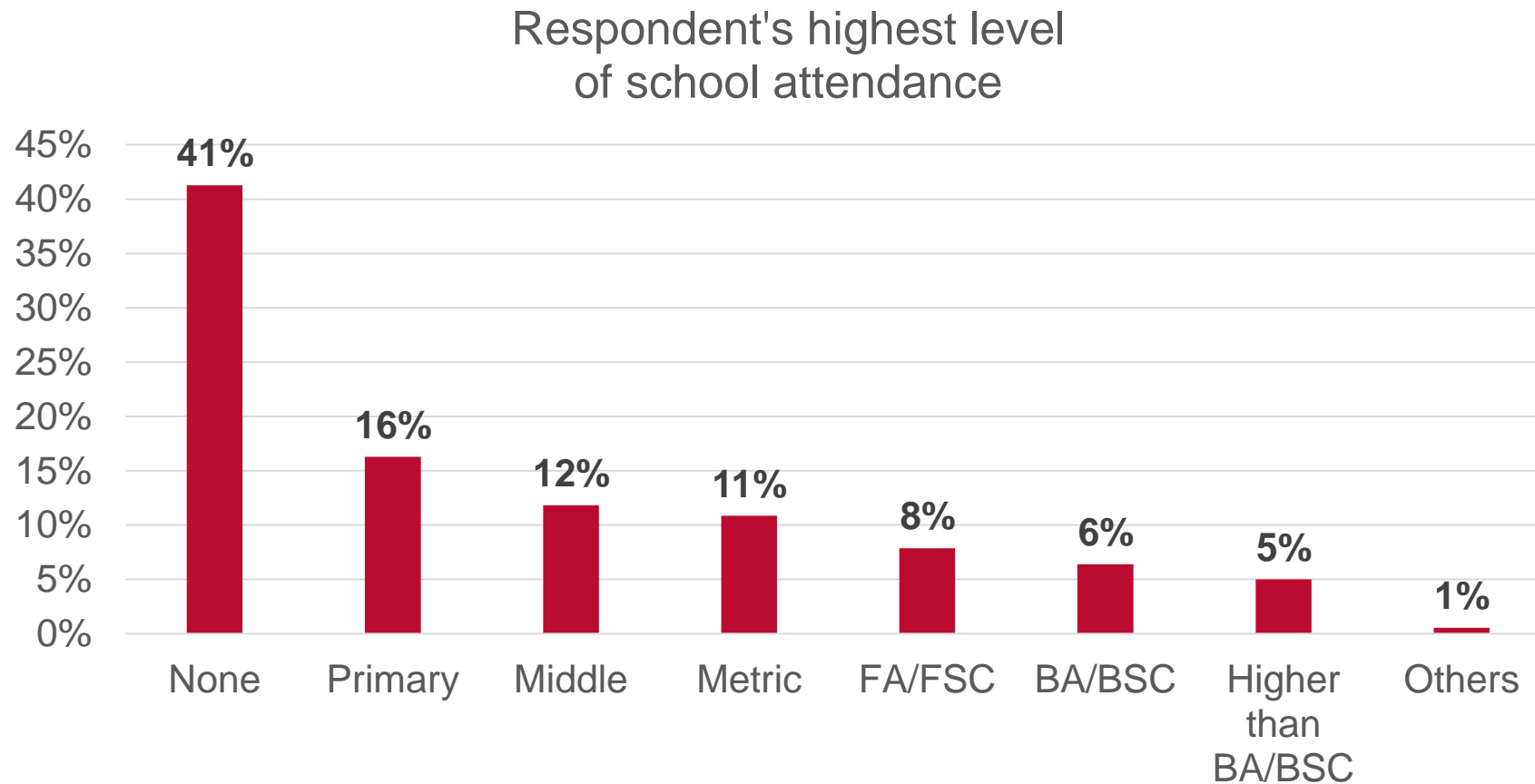
Respondent's Age Distribution



Introduction

Sample

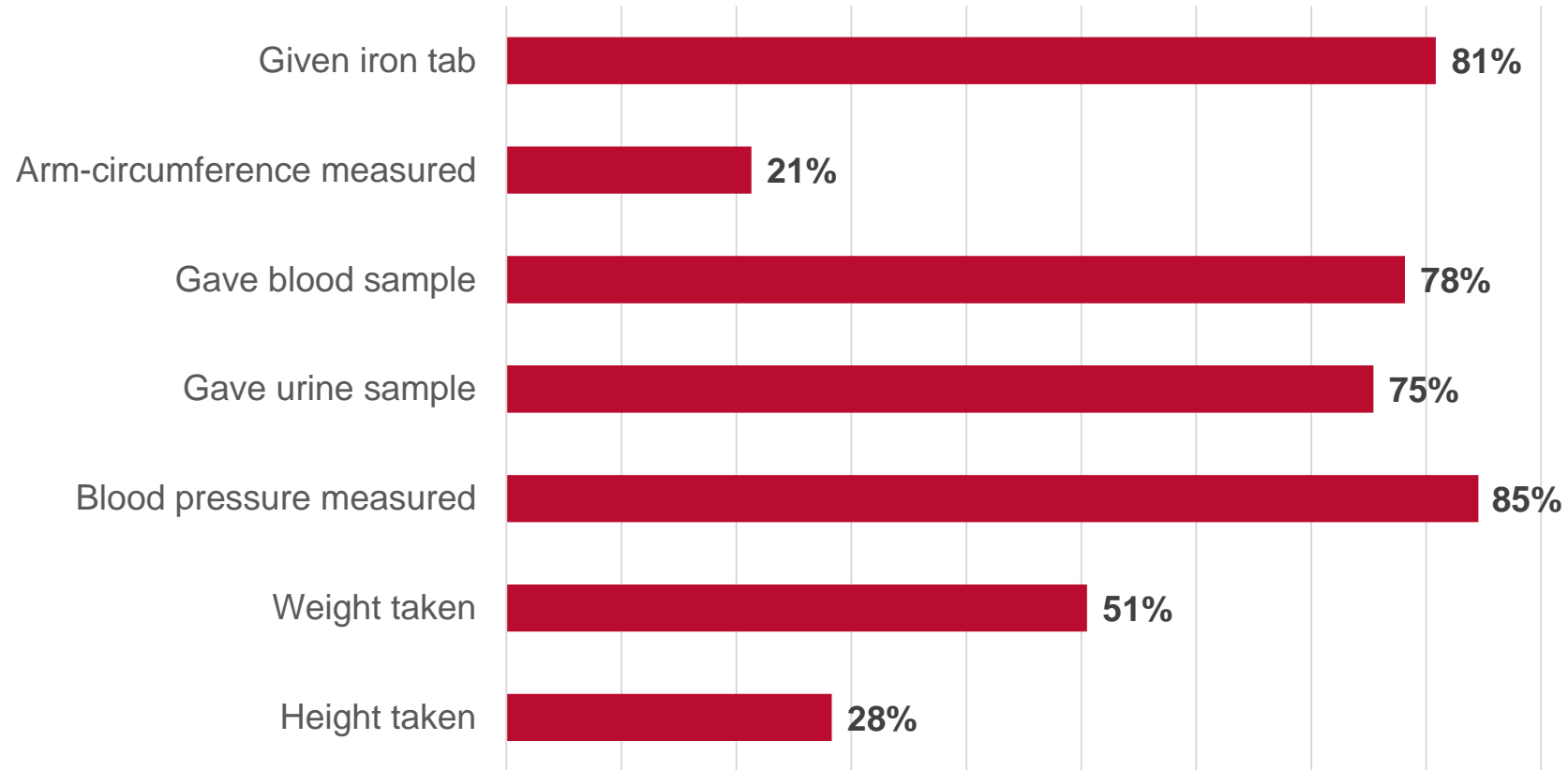
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KAP Survey Results

Services received during ANC

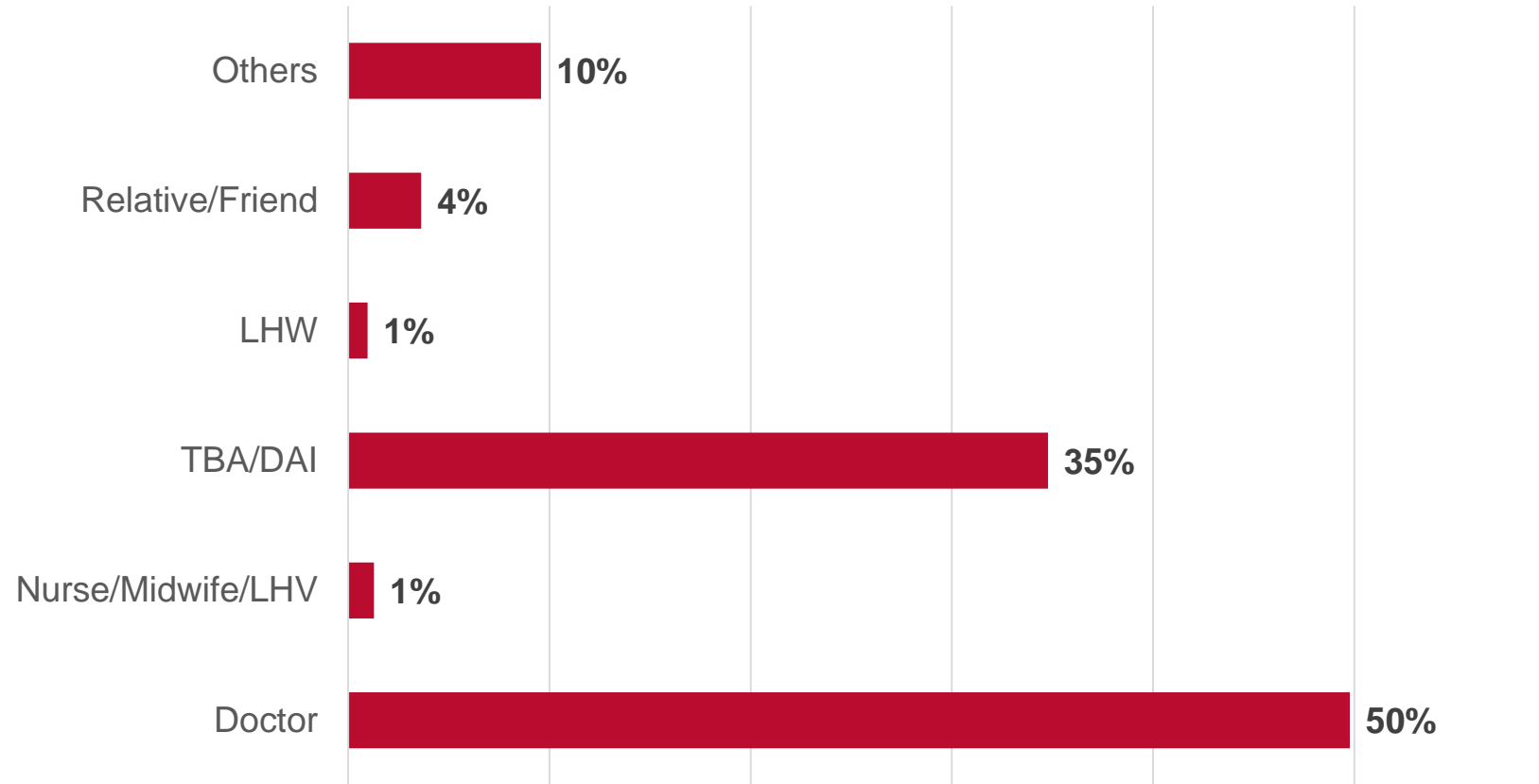
Services received during ANC



KAP Survey Results

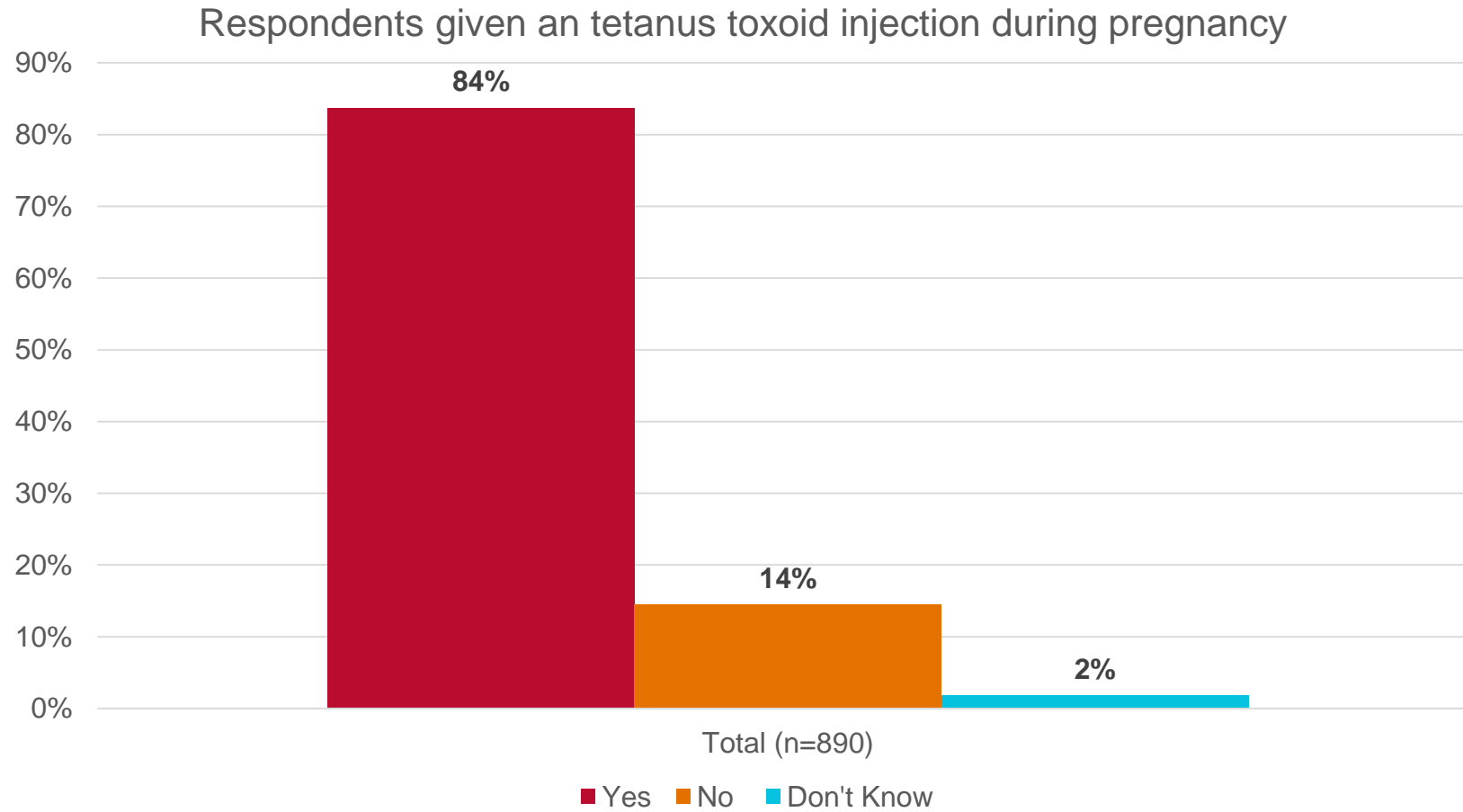
Skilled birth attendance

Types of birth attendants for most recent birth



KAP Survey Results

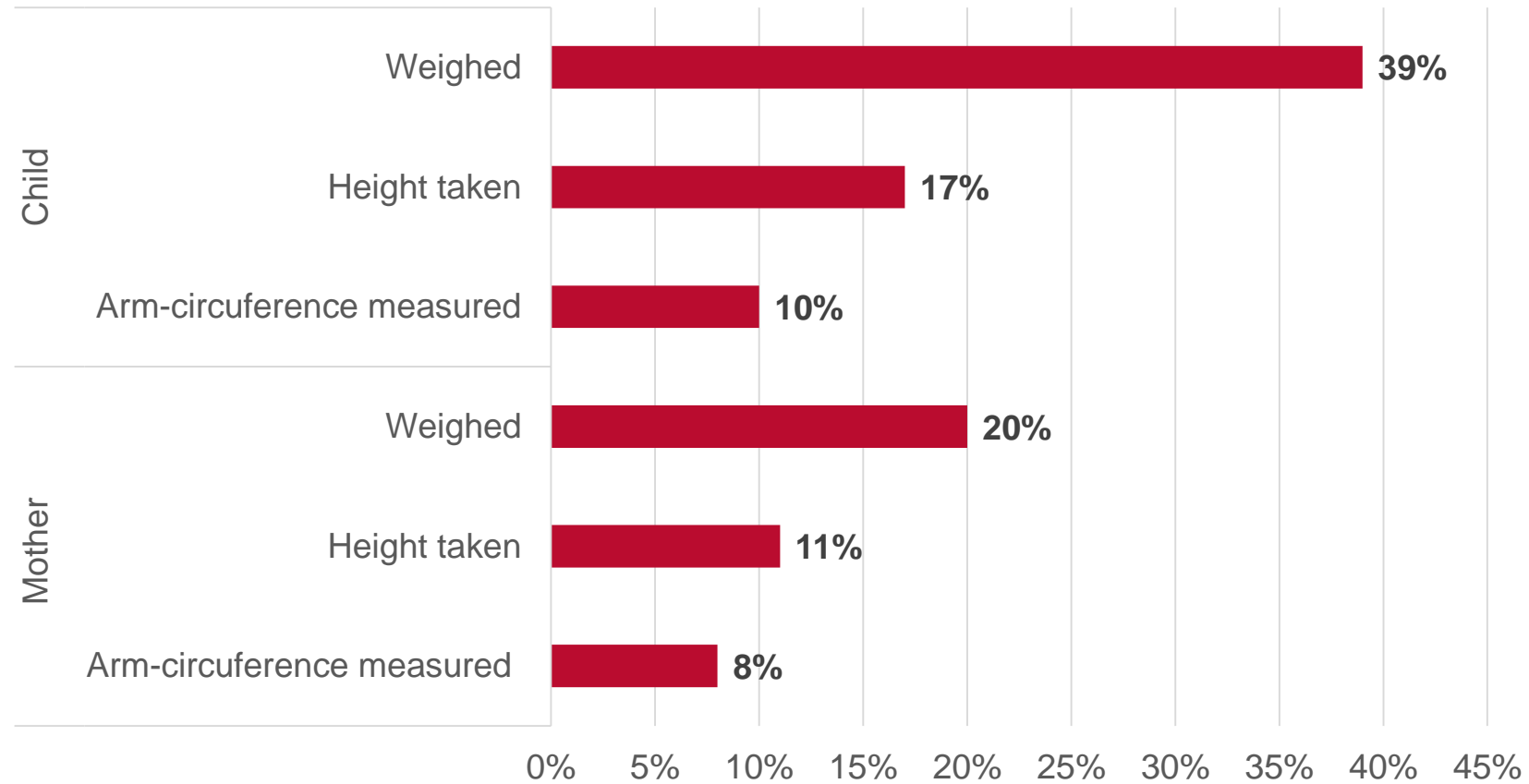
Tetanus vaccination



KAP Survey Results

Nutrition statistics

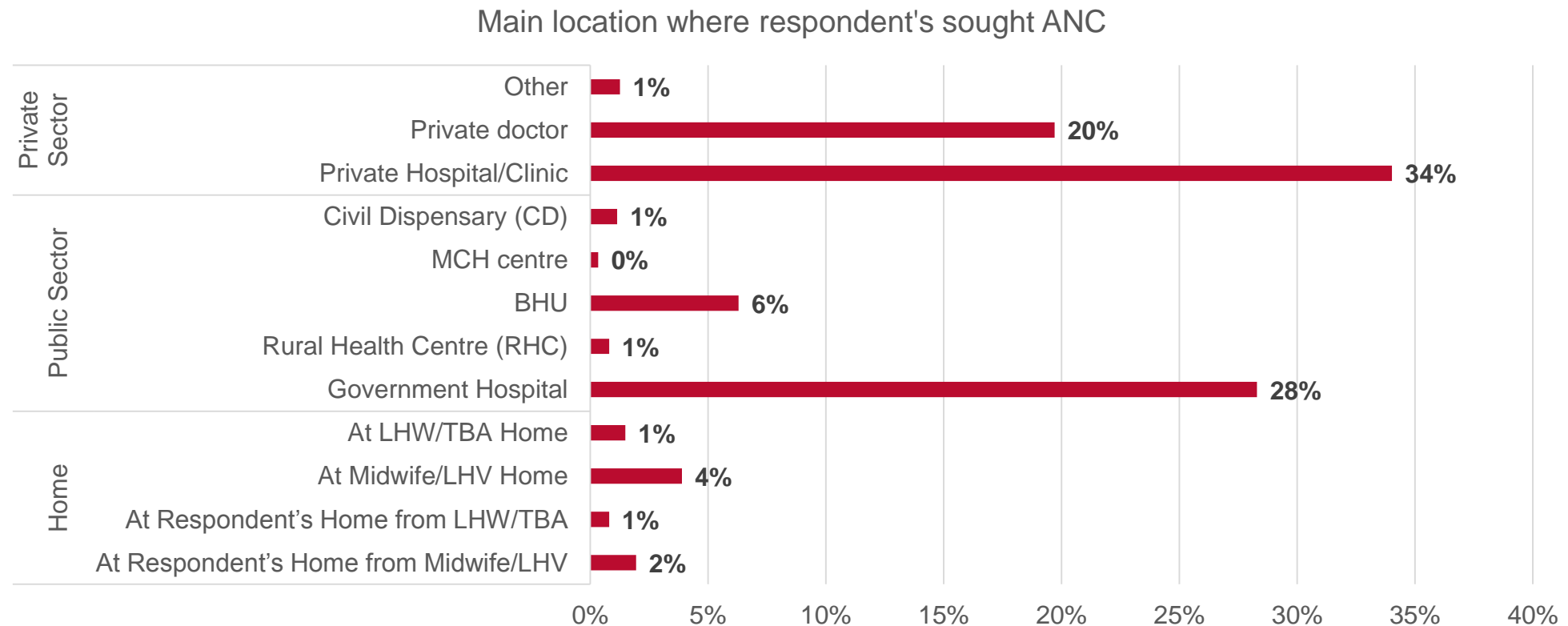
Maternal and child under-nutrition coverage in the last 6 months



KAP Survey Results

Where do mothers go for antenatal care?

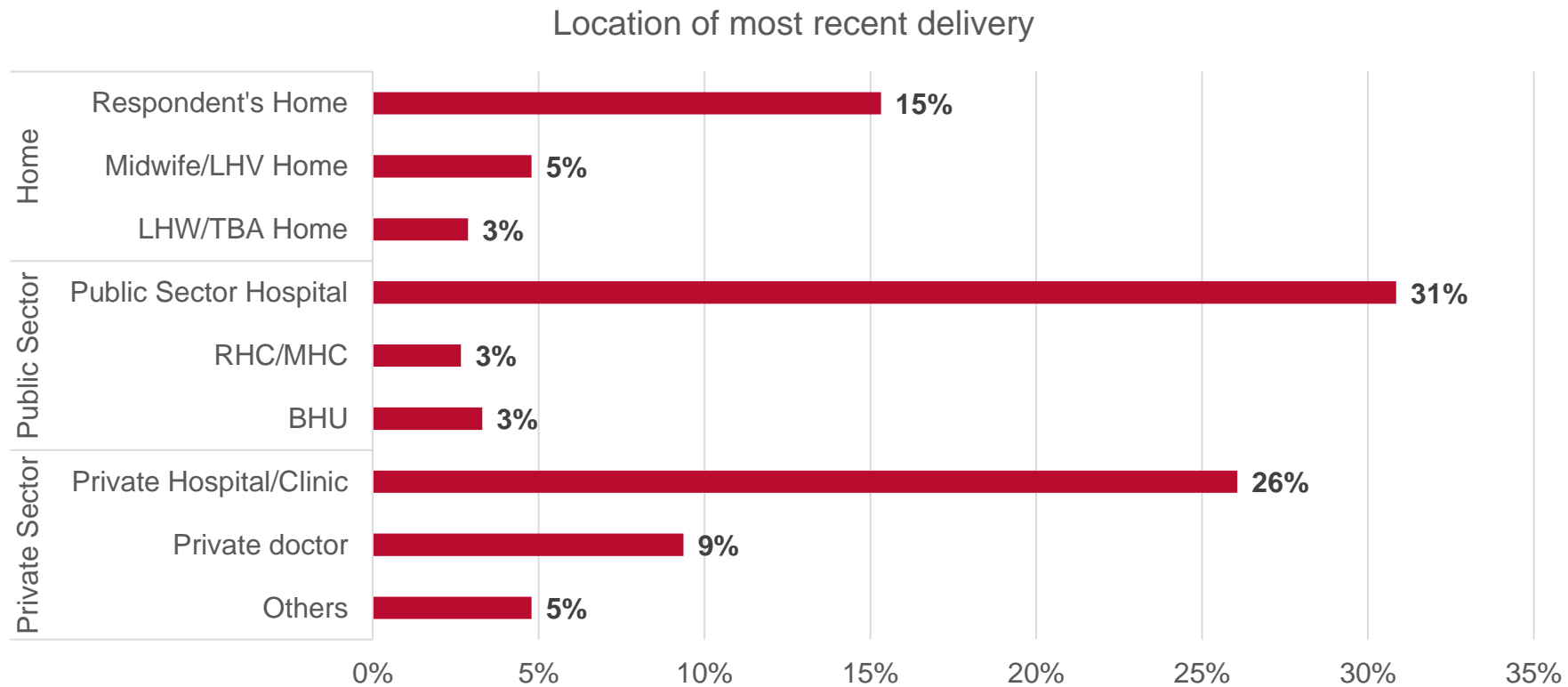
- More than half of mothers choose private sector for ANC
- 62% of them have antenatal care in a hospital (private and public)



KAP Survey Results

Where do mothers go for child birth?

- More than half of mothers delivers her baby in a hospital
- There is an even split between private and public sector

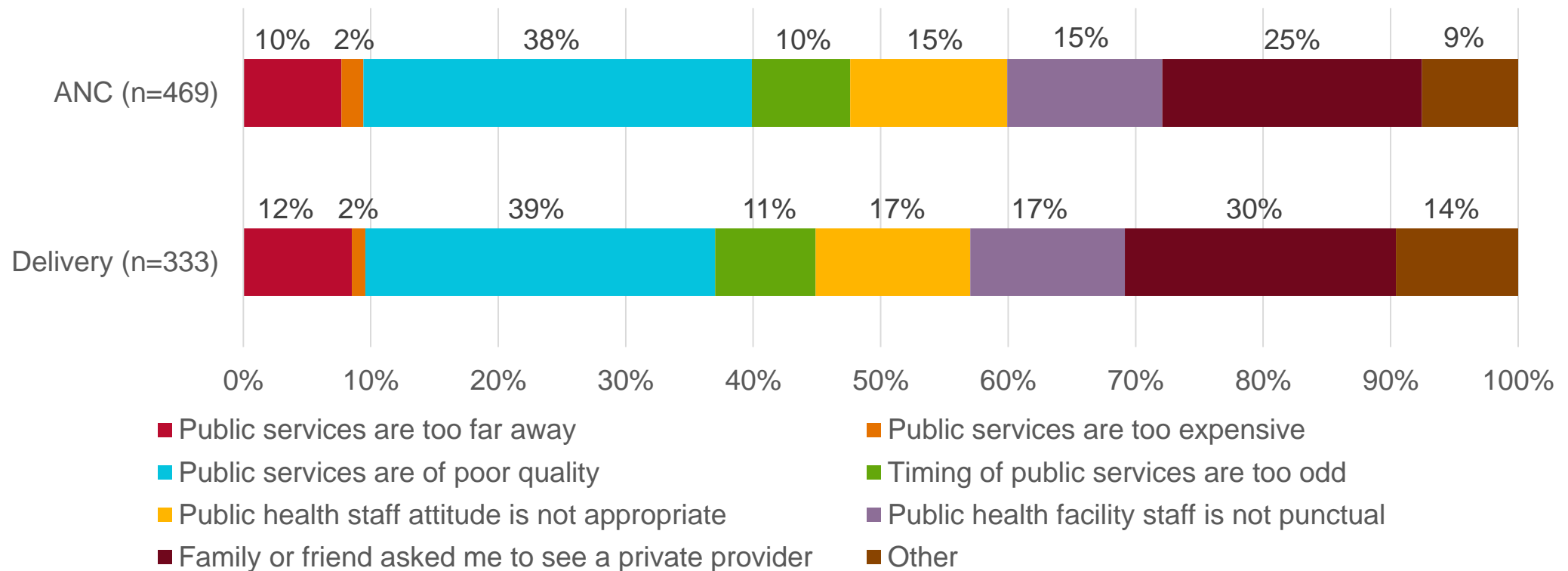


KAP Survey Results

Why do mothers choose private sector?

- More than a third of mothers who chose private sector did so because they believe public sector delivers poor quality services

Reason for choosing private providers over public providers (ANC and Delivery)

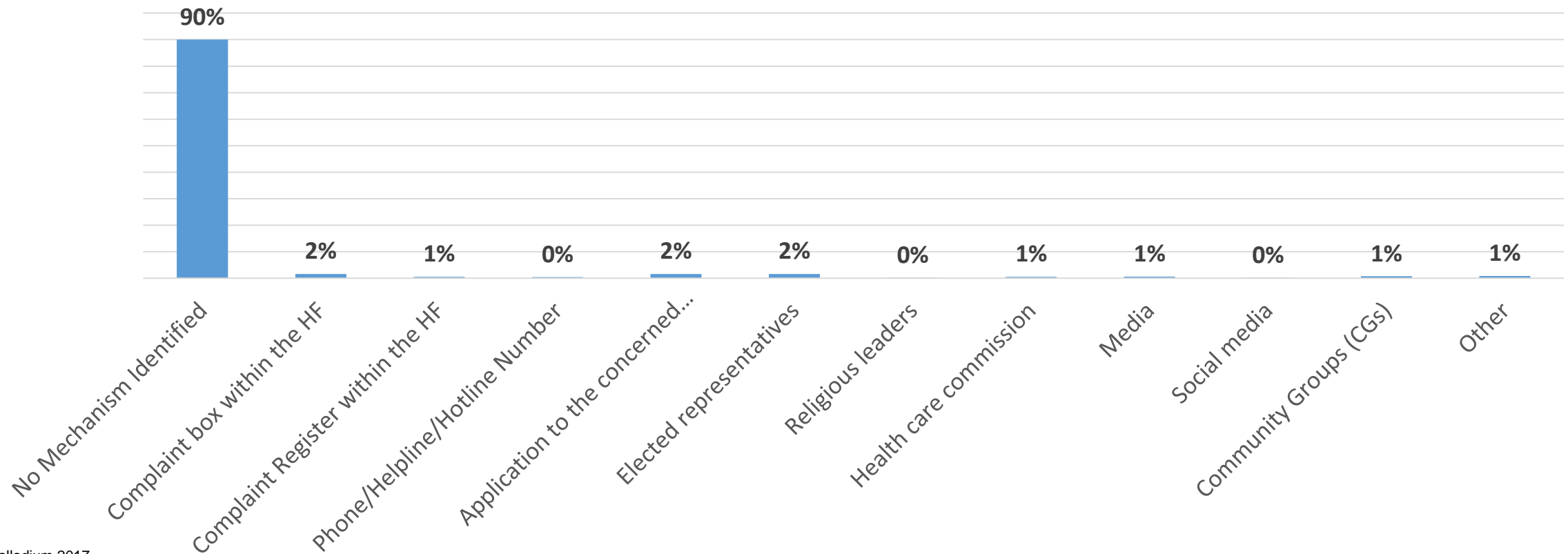


KAP Survey Results

Why do mothers not complain?

- Only 4% of mothers filed a complaint about health care services. One reason is that they do not know who to complain to

Knowledge of a Mechanism for filing Complaint



KAP Survey Results

How could health messaging reach mothers most effectively?

- The only media frequently consumed by mothers is television

Frequency of Media Coverage in the Home

