

Segments of Pregnant Women at Risk of Malaria

		Segment 1	Segment 2	Segment 3	Segment 4	Segment 5
		Active Modernists	Unhurried Informed	Cautious Moderates	Uncertain New Mothers	Seldom Adopters
KEY BEHAVIORS	ANC ATTENDANCE	5+ visits	1-4 ANC visits	1-4 ANC visits	0-4 ANC visits	Rarely attends ANC
	IPTP ADHERENCE	Uptake is moderate	Uptake remains low to moderate	Uptake remains low to moderate	Uptake remains low to moderate	Unlikely to receive or to take IPTp
KEY FACTORS DRIVING BEHAVIOR	PERCEPTION OF PROVIDERS	Mostly positive	Mostly positive	Believes she'll be sent away without spouse	Believes she won't be treated with respect	Neutral
	TRUST IN ITNS & MALARIA TREATMENT	High	High	High trust in both ITNs and malaria treatment	Moderately high	Moderate trust in ITNs and malaria treatment
	PARTNER/FAMILY DISCUSSION	Discusses ANC with a spouse	Sporadically discusses ANC with spouse	Extensively discusses ANC and jointly decides with spouse	Decides alone or is influenced by a family member	Least likely to discuss ANC with spouse
	SOCIAL NORMS	Believes other women go to 4+ ANC visits	Believes women should wait before going to ANC	Believes few women go to 4+ ANC visits	Believes other women go to 4+ ANC visits	Believes few women go to 4+ ANC visits
	RISK PERCEPTION OF MALARIA (SEVERITY)	Believes malaria is a moderate threat	Believes malaria is a moderate threat	Believes malaria is not a threat and is easy to treat	Believes malaria is a moderate threat	Believes malaria is a moderate threat