Summary of each segment's behaviors, drivers, and biases

1. Partner/Family Influence

Represents spousal/family influence in decision-making regarding going to ANC visits
(higher = less autonomy to make decision on her own)

2. Social Norms

Perception of how many women in the community take preventative care and go to at least 4 ANC visits
(higher = believe more women goes to ANC and take IPTp)

3. Trust in ITNs & Treatment

Represents trust level in ITNs and/or preventive /treatment drugs coming from the health facility
(higher = greater trust)

4. Perception of Providers

Represents the perception of health workers at the facility

(higher = more positive perception of health workers)

5. Risk Perception

Represents perception of the gravity of malaria care and how easily it can be treated
(higher = greater awareness of malaria risk)

Legend:
- Active Modernists
- Unhurried Informed
- Cautious Moderates
- Uncertain new mothers
- Seldom Adopters

Radar chart axes: Partner/Family Influence, Social Norms, Trust in ITNs & Treatment, Perception of Providers, Risk Perception