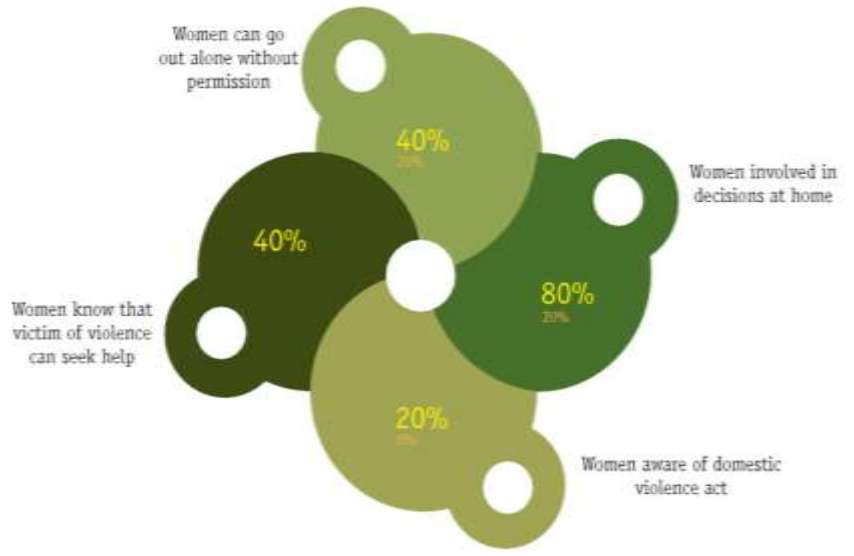




Percentage of live births delivered in public or private facilities in last three years from baseline and endline (2010 and 2014), UHI Cities



Change in Gender Attitudes in JMV's Intensive Intervention Arm



Percentage of respondents (India) who correctly reject at least 2 major misconceptions about HIV transmission	2011 Baseline	2014 Endline (Control)	Endline (Impact Population)
India (NMP)	88.1	97.8	99.6
Females	83.4	100	97.8
Males	91.2	96.9	100
India (BSP)	35.9	97.7	99.2
Females	41	94.9	98.6
Males	27.6	98.3	99.6

644
men accompanied women for pre and post-natal check-ups.

By third year

1194
men reported that they accompanied their wife for ANC and PNC check-ups.

Important Learning

Changing perceptions of AAAs by engaging them in reflective exercises to unpack their personal biases was an important step in addressing structural barriers to quality of healthcare.

Further, by encouraging sharing of 'stories of change', the reflective exercise was sustained in a participatory manner and should be replicated in other behaviour change programs.

