DISTRICT (3)
- Staff from district health office (n=11)

SUB DISTRICT (6)
- Health centre staff (n=20)

URBAN VILLAGE (3)
- Users of maternal and child health service (n=159)
  - Mothers (n=119)
  - Fathers (n=40)
  - Village midwife (n=6)
  - Cadres (n=20)
  - Other care providers

RURAL VILLAGE (3)
- Community and religious leaders (n=42)
  - Religious leaders (n=7)
  - Community leaders (n=35)
  - Health workers (n=26)
  - Traditional birth attendants (n=37)