Figure 1: Recruitment strategy for women receiving incentives between January – March, 2011

The 4 post-natal community Star Buddies approached all women who had been receiving incentives for at least 4 weeks

35 women agreed to participate (6 – 11 names provided by each Star Buddy)

26 participated in an in-depth interview (5-8 from each Star Buddy)

9 women were uncontactable after 4 contact attempts