Figure 1: Sampling Design

- **180 Participants**
  - **In-Depth Interviews** (N=80)
    - Women with Newborns (N=40)
    - Traditional Birth Attendants (N=20)
    - Grandmothers who were also TBAs (N=20)
  - **Focus Group Discussions** (11 FGDs, N=100)
    - FGD 1: Hospital Staff
    - FGD 2: MCH staff/registered TBAs
    - FGD 3-FGD 6: Mothers
    - FGD 7-FGD 10: Grandmothers (who were also TBAs)
    - FGD 11: Fathers