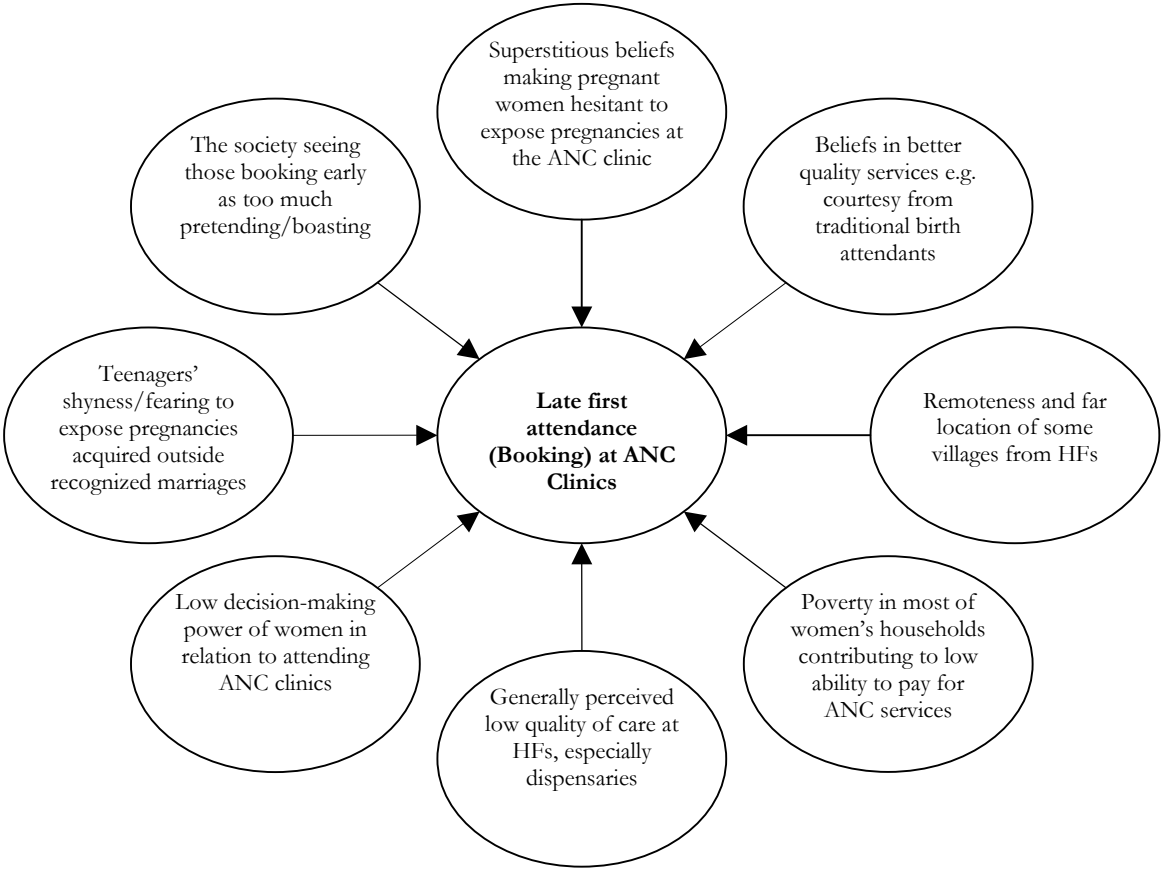
Superstitious beliefs making pregnant women hesitant to expose pregnancies at the ANC clinic
The society seeing those booking early as too much pretending/boasting
Beliefs in better quality services e.g. courtesy from traditional birth attendants
Teenagers' shyness/fearing to expose pregnancies acquired outside recognized marriages
Late first attendance (Booking) at ANC Clinics
Remoteness and far location of some villages from HFs
Low decision-making power of women in relation to attending ANC clinics
Generally perceived low quality of care at HFs, especially dispensaries
Poverty in most of women's households contributing to low ability to pay for ANC services