

TABLE 3. Percentage distribution of women in the intervention group reporting exposure to educational campaign materials, four and nine months postpartum

Indicator	4 mos. postpartum (N=477)	9 mos. postpartum (N=477)
Received booklet		
Yes	78.5	81.9
No	21.5	18.1
Read the booklet†		
Herself	47.6	66.5
Someone read it to her	19.0	31.2
Neither read nor heard it	33.4	2.3
Showed booklet to husband†		
Yes	63.5	88.7
No	36.5	11.3
Showed booklet to mother-in-law†		
Yes	29.9	47.5
No	60.4	42.8
Mother-in-law deceased/ living elsewhere	9.7	9.7
Showed booklet to other†		
Yes	22.4	25.3
No	77.6	74.7
Saw at least one poster		
Yes	47.8	48.2
No	52.2	51.8
Saw at least one wall painting		
Yes	u	32.3
No	u	67.7
Attended group meeting		
Yes	u	16.6
No	u	83.4
Total	100.0	100.0

†Restricted to those who received the booklet; this figure is 374 for the four-month postpartum survey and 391 for the nine-month postpartum survey. Notes: Percentages may not add to 100.0 because of rounding. u=unavailable.