SAVING MOTHERS’ AND BABIES’ LIVES
Identifying behavioral bottlenecks to institutional care in Haiti

1. Seeking antenatal care
   - OPTIMISM BIAS - UNCERTAINTY AVERSION
   - HAVE YOU BEEN TO THE HOSPITAL?
   - WHY? I DON’T FEEL ANY PAIN.
   - THE HOSPITAL IS FAR AND I NEVER KNOW HOW MUCH IT WILL COST

2. Reaching antenatal care
   - TRANSPORT, SAFETY, AND TIME CONSTRAINTS
   - HOSPITAL IS TOO FAR, I COULD FALL OFF THE BIKE, AND THEY CAN’T BE ALONE

3. Receiving antenatal care
   - ARE YOU MARRIED?
   - DO YOU LIVE WITH YOUR HUSBAND?
   - IT IS SAFER TO GO SEE THE DOCTOR, LET’S GO TO THE HOSPITAL
   - BABY IS COMING! LET’S GO HOME!

4. Seeking delivery options
   - STATUS QUO BIAS
   - I DELIVERED YOU AND YOUR SIBLINGS WITH OUR MATRON

5. Reaching health institutions
   - STEREOTYPE THREAT
   - ARE YOU MARRIED?
   - DO YOU LIVE WITH YOUR HUSBAND?
   - IT IS SAFER TO GO SEE THE DOCTOR, LET’S GO TO THE HOSPITAL
   - BABY IS COMING! LET’S GO HOME!

6. Receiving institutional care
   - DISCOMFORT WITH MODEL OF CARE
   - AAHHH!!

7. Healthy mother and child
   - MANY BARRIERS CAN BE OVERCOME USING A BEHAVIORAL APPROACH

Over 33% of Haitian women do not complete the four recommended ANC visits while over 60% deliver at home with assistance of a matron, a traditional birth attendant, contributing to high levels of preventable maternal and neo-natal deaths.