Incentives for Postnatal Care Demand
NCT02936869
July 7, 2016
**Proposed Empirical Models**

1. **Average effect of incentives on early PNC referrals**

I identify the intention-to-treat effect of incentives on the proportion of TBA deliveries referred for postnatal care within 48 hours of delivery (early PNC).

\[
y_{ij} = \beta_0 + \beta_1 * T + X_{ij} + \epsilon_{ij}
\]

Where:

- \( y_{ij} \) is proportion of delivery clients or neonates (all, with or without delivery complications) referred by TBA \( i \), in village \( j \) for early PNC;
- \( T \) is a dummy variable indicating if the TBA is in the treatment arm;
- \( X_{ij} \) is a set of baseline TBA covariates;
- \( \beta_1 \) is the coefficient of interest and gives the average mean difference in proportion of TBA clients referred between the treatment and the control arm.

2. **Heterogeneity in the effect of incentives on early PNC referrals**

I also identify interactions between incentives and baseline TBA characteristics (considered proxies for social preferences) in order to clarify pathways through which the intervention might have worked. I specify a series of equations:

\[
y_{ij} = \beta_0 + \beta_1 * T + \beta_2 * T * V ar_{ij} + V ar_{ij} + X_{ij} + \epsilon_{ij}
\]

Where:

- \( V ar_{ij} \) is a binary baseline characteristic for TBA \( i \) in village \( j \) previously included in \( X_{ij} \);
- \( \beta_1 \) is interpreted as the treatment effect when \( V ar_{ij} = 0 \);
- \( \beta_2 \) is the additional effect of \( V ar_{ij} \).