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300 Satterlee Hall

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Applying the health belief model to maternal health care seeking behavior of women in low income urban areas in Ghana

Abstract: This study applied the health belief model to examine health care seeking of pregnant women in low income areas in Accra, Ghana. In-depth interviews and focus group discussions were conducted to gather data from women, midwives and social workers to examine the factors that influence health care decisions and choices that women make during pregnancy and childbirth. Results indicated that pregnancy risk knowledge and perception, quality of care, cost of care, and time spent at antenatal clinic were among the factors that influenced health care seeking behavior of pregnant women. Though the health belief model was a useful framework in examining the factors that influenced maternal health care seeking behavior of women, there were other factors identified that could not be applied to the model.