

## **ABSTRACT**

Mubende town is one of the remote towns of Uganda with high population growth rate. The town is located in Mubende district. The main objectives of the study were to determine ANC alternatives being undertaken in Mubende town, to determine factors influencing attendance for ANC services and to establish the knowledge of mothers about the benefits of seeking ANC early.

Data was gathered under a combination of quantitative and qualitative methods. Questionnaires and interview guide were used as tools for data collection. Data was gathered from pregnant mothers, ANC nurses plus pregnant mothers who were in their first to fourth trimester.

The study established pregnant women and mothers were using ANC alternatives such as TBAs, traditional healers and herbs. As regards ANC attendance, the study observed that demographic, social-cultural and behavioral barriers like female literacy; poverty, age of women, cultural beliefs, quality of care, availability of ANC alternatives and myths and misconceptions influenced the timing and practice ANC provisions. Characteristics of reproductive age mothers in the area of study affect the decision to utilize of the provisions at the ANC.

Conclusions of the study was that; the intervention measures in place to improve women access and utilization of ANC services mainly address the supply side and ignore the demand side which makes the whole process fail to improve the situation on ground.

The study recommended that, to improve the level of ANC utilization in Mubende town, there is need to train health workers on service delivery, community sensitization on the values of ANC, equipping and stocking of enough drugs.