**Abstract: Factors of non-use of iCCM interventions**

Subgroups for analysis:

* SEC Quintile
* Time/distance to HF
* Age
* Education
* Marital status
* Decision making
* Condition
* Knowledge of disease
* Knowledge of CHW

Subgroups:

* Stated reasons to not seek treatment
* Stated reasons to not seek treatment from CHW

Subgroups:

* Implementation Strength of CHW

Six Principles of analytic graphs:

1. Show comparisons (evidence is always relative: compared to what?)
2. Show causality, mechanism, explanation, systematic structure
3. Show multivariate (more than two variables) data
4. Integration of evidence (completely integrate words, numbers images, diagrams; many modes of data presenation, don’t let the tool drive the analysis)
5. Describe and document the evidence with appropriate labels, scales, sources
6. Content is king (quality, relevance and integrity of the content)