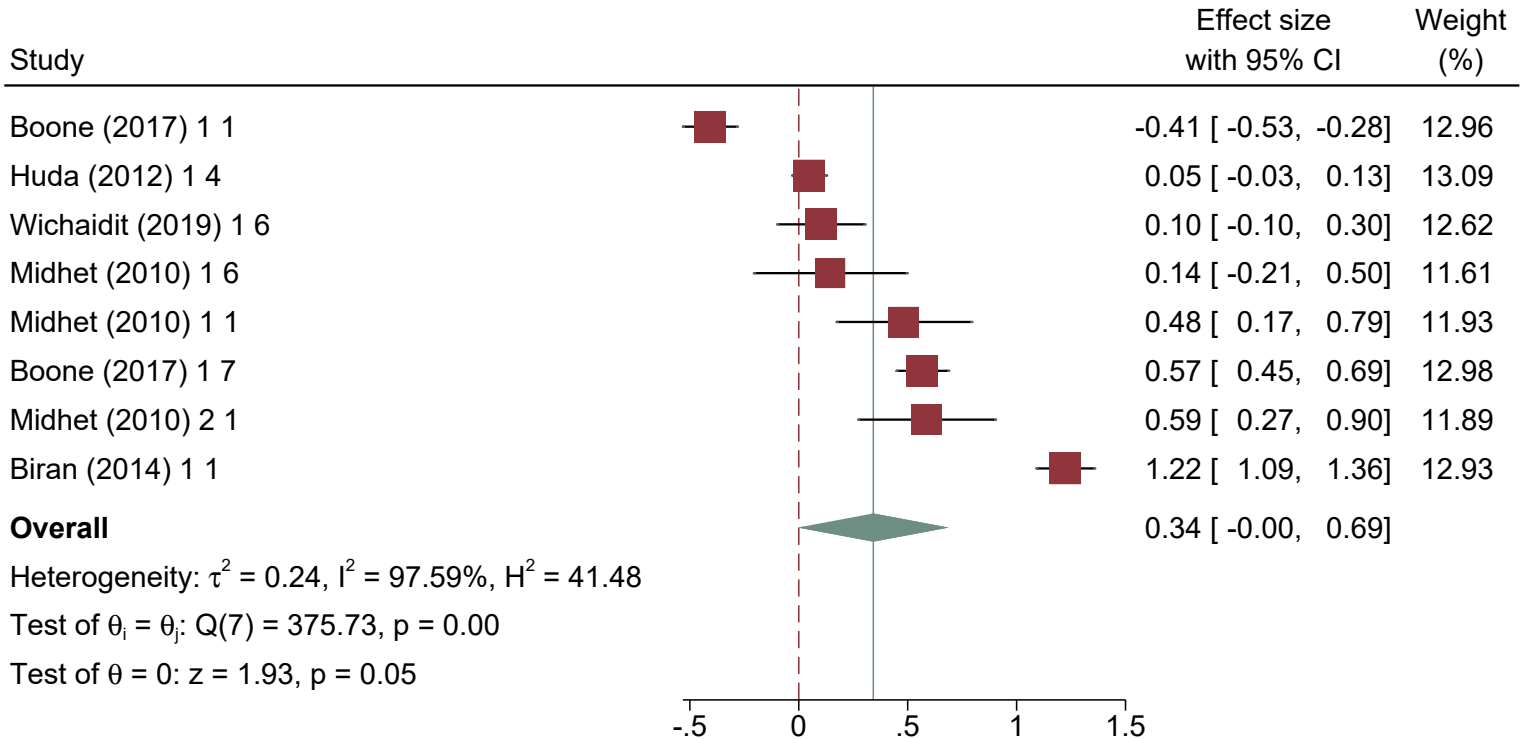Sample: Modelling & Health seeking behaviour with largely private benefits