The strategic aim of universal health coverage (UHC) is to ensure that everyone can use health services they need without risk of financial impoverishment. Linda mama (Taking care of the mother) initiative focuses on most vulnerable women, newborns and infants in offering free health services and financial risk protection that provides overall social protection in the event of pregnancy, childbirth, neonatal and perinatal care for mothers.

Purpose of study was to find out the extent of awareness, and involvement among managers, service providers and consumers of ‘Linda mama’ supported services and benefits of the initiative from the perspectives of consumers, providers and managers.

Methods We carried out cross sectional study in four sub counties in western Kenya.

Findings From the perspectives of managers, service providers and consumers of the scheme emerge concepts, principles and pathways of successful health interventions. Managers and service providers were well aware of the initiative and were involved in it.

Participation seemed to be more prominent among managers and service providers. Routine household visits by community health volunteers to sensitize mothers and community engagement was core to the initiative. The managers and providers of services displayed profound awareness of how requiring identification cards and telephone numbers had the potential to undermine equity by excluding those in greater need of care such as under-age pregnant adolescents. Maternity and mother child health services improved as a result of the funds received by health facilities. ‘Linda Mama’ reimbursements helped to purchase drug and reduced workload in the facility by hiring extra hands.

Conclusion The initiative seems to have influenced attitudes on health facility delivery through: Partnership among key stakeholders and highlighting the need for enhanced partnership with the communities. It enhanced the capacity of health facilities to deliver high quality comprehensive, essential care package and easing economic burden.