Group: ❑ Doer ❑ Non-Doer

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| **Barrier Analysis Questionnaire**  ***on*** *[put behaviour here]*  **for use with** *[put priority group here]* |

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| **Behaviour Statement**  *[insert behaviour statement here]* |

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| **Interview Data**  Interviewer’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Questionnaire Number: \_\_\_\_\_\_\_\_\_  Date: \_\_\_\_/\_\_\_\_/\_\_\_\_\_\_ Community: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **Scripted Introduction**  Hello, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and I am part of a study team looking into *[enter here the purpose of your study – for example “things people do to avoid diarrhoea”; never mention the behaviour here].* The study includes an interview regarding this topic and will take about 20 minutes. I would like to hear your views on this topic. You do not have to participate in the study and nothing will happen if you decide not to. Likewise, if you decide to be interviewed, you will not receive any material or other benefits. I will not record your name and everything you tell me will be held in strict confidence.  Would you like to talk with me? *[If not, thank the respondent for her/his time.]*  **Consent was provided**: YES NO |

### Section A: Doer/Non-Doer Screening Questions

*[There are usually multiple screening questions. The first question(s) is usually used to identify whether the person is the correct type of respondent (your priority group). The next questions verify whether the respondent has done the surveyed behaviour. Depending on the detail of the behaviour statement there could be fewer or more questions. The questions below are just examples – amend them as required.]*

**1.** Did you give birth within the last 6 months?

❑ A. Yes 🡪 *[Ask the next question*.*]*

❑ B. No 🡪 *[End the interview and look for another respondent*.*]*

❑ C. Won’t say 🡪 *[End the interview and look for another respondent.]*

**2.** After your baby was delivered how long was it before you put your baby to the breast?

❑ A. Within 1 hour 🡪 *[Mark the respondent as a Doer and continue to section B.]*

❑ B. Within more than one hour 🡪 *[Mark the respondent as a Non-Doer and continue to section B.]*

❑ C. Never breastfed her baby 🡪 *[End the interview and look for another respondent.]*

❑ D. Won’t say / No response 🡪 *[End the interview and look for another respondent.]*

**DOER/NON-DOER CLASSIFICATION TABLE**

*[This table provides a summary of what answers need to be provided for the respondent to be marked as 1) Doer or 2) Non-Doer, or 3) as a person who should not be interviewed. If your enumerators find using this table too difficult, you can delete it and rely on the instructions written after the answer to each of the screening questions alone.]*

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| **Doer (ALL of the following)** | **Non-Doer (ANY one of the following)** | **Do Not Interview (ANY one of the following)** |
| Question 1 = | Question 1 = | Question 1 = |
| Question 2 = | Question 2 = | Question 2 = |
| Question 3 = | Question 3 = | Question 3 = |

**The respondent is a: ❑ Doer ❑ Non-Doer**

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| **Behaviour Explanation** *[include only if the behavior might be unknown or unclear to the respondent]*  In the following questions, I am going to be talking about *[put the term here, e.g. “feeding your child with meals containing at least four food groups”]*. By this I mean *[put the explanation here; if you are talking about a certain product, such as modern sanitary pads, show it]*. |

### Section B: Research Questions

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| **If the respondent is a DOER =**  **🡫 only ask questions in this LEFT column 🡫** | **If the respondent is a NON-DOER =**  **🡫 only ask questions in this RIGHT column 🡫** |
| **1. Perceived Self-Efficacy/Skills** | |
| **1.1 Doers:** What makes it **easy** for you to *[put behaviour here]*?  *[Write all responses below. Probe with “What else?”]* | **1.1 Non-Doers:** What would make it **easy** for you to *[put behaviour here]*?  *[Write all responses below. Probe with “What else?”]* |
| **1.2 Doers:** What makes it **difficult** for you to *[put behaviour here]*?  *[Write all responses below. Probe with “What else?”]* | **1.2 Non-Doers:** What would make it **difficult** for you to *[put behaviour here]*?  *[Write all responses below. Probe with “What else?”]* |
| **2. Perceived Positive Consequences[[1]](#footnote-1)** | |
| **Doers:** What are the **positive consequences** of *[put behaviour here]*?  *[Write all responses below. Probe with “What else?”]* | **Non-Doers:** What would be the **positive consequences** of *[put behaviour here]*?  *[Write all responses below. Probe with “What else?”]* |
| **3. Perceived Negative Consequences** | |
| **Doers:** What are the **negative consequences** of *[put behaviour here]*?  *[Write all responses below. Probe with “What else?”]* | **Non-Doers:** What would be the **negative consequences** of *[put behaviour here]*?  *[Write all responses below. Probe with “What else?”]* |
| **4. Perceived Social Norms** | |
| **4.1 Doers:** Who are all the people that **approve[[2]](#footnote-2)** of you *[put behaviour here]*?  *[Write all responses below. Probe with “Who else? Anyone in particular?”]* | **4.1 Non-Doers:** Who are all the people that **would approve** of you *[put behaviour here]*?  *[Write all responses below. Probe with “Who else? Anyone in particular?”]* |
| **4.2 Doers:** Who are all the people that **disapprove** of you *[put behaviour here]*?  *[Write all responses below. Probe with “Who else? Anyone in particular?”]* | **4.2 Non-Doers:** Who are all the people that **would disapprove** of you *[put behaviour here]*?  *[Write all responses below. Probe with “Who else? Anyone in particular?”]* |
| **5. Perceived Access\*** | |
| **Doers:** How difficult is it to get *[put the materials or services needed for practicing the behaviour]* to *[put behaviour here]*? Is it very difficult, somewhat difficult or not difficult at all?  ❑ A. Very difficult  ❑ B. Somewhat difficult  ❑ C. Not difficult at all | **Non-Doers:** How difficult would it be to get *[put the materials or services needed for practicing the behaviour]* to *[put behaviour here]*? Would it be very difficult, somewhat difficult or not difficult at all?  ❑ A. Very difficult  ❑ B. Somewhat difficult  ❑ C. Not difficult at all |
| *\* If there are several materials or services required for practicing the behaviour, enquire about Perceived Access in several questions, each one asking about one material / service only.* | |
| **6. Perceived Cues for Action/Reminders\*** | |
| **Doers:** How difficult is it to remember to *[put behaviour here]*every time you need to do it? Is it very difficult, somewhat difficult or not difficult at all?\*  ❑ A. Very difficult  ❑ B. Somewhat difficult  ❑ C. Not difficult at all  *\* The question can also focus on remembering how to do the behaviour: “How difficult is it to remember how to …”. You can ask both types of questions.* | **Non-Doers:** How difficult do you think it would be to remember to *[put behaviour here]* every time you need to do it?\* Would it be very difficult, somewhat difficult or not difficult at all?  ❑ A. Very difficult  ❑ B. Somewhat difficult  ❑ C. Not difficult at all  *\* The question can also focus on remembering how to do the behaviour: “How difficult would it be to remember how to …”. You can ask both types of questions.* |
| **7. Perceived Susceptibility/Vulnerability** | |
| **Doers:** How likely is it that you *[or “your child” or whoever the behaviour is directed to help]* would *[put problem here - e.g. “get malaria”]* in the next *[put a timeframe here]*? Is it very likely, somewhat likely or not likely at all?  ❑ A. Very likely  ❑ B. Somewhat likely  ❑ C. Not likely at all | **Non-Doers:** How likely is it that you *[or “your child” or whoever the behaviour is directed to help]* could *[put problem here - e.g., “get malaria”]* in the next *[put a timeframe here]*? Is it very likely, somewhat likely or not likely at all?  ❑ A. Very likely  ❑ B. Somewhat likely  ❑ C. Not likely at all |
| **8. Perceived Severity** | |
| **Doers:** How serious would it be if you *[or “your child” or whoever the behaviour is directed to help]* would *[put problem here – e.g. “get malaria”]*? Would it be very serious, somewhat serious or not serious at all?  ❑ A. Very serious  ❑ B. Somewhat serious  ❑ C. Not serious at all | **Non-Doers:** How serious would it be if you *[or “your child” or whoever the behaviour is directed to help]* would *[put problem here – e.g. “get malaria”]*? Would it be very serious, somewhat serious or not serious at all?  ❑ A. Very serious  ❑ B. Somewhat serious  ❑ C. Not serious at all |
| **9. Perceived Action Efficacy** | |
| **Doers:** How likely is it that you *[or “your child” or whoever the behaviour is directed to help]* would get*[put problem here]*if you *[put behaviour here]*? Is it very likely, somewhat likely or not likely at all?  ❑ A. Very likely  ❑ B. Somewhat likely  ❑ C. Not likely at all | **Non-Doers:** How likely is it that you *[or “your child” or whoever the behaviour is directed to help]* would get*[put problem here]*if you *[put behaviour here]*? Is it very likely, somewhat likely or not likely at all?  ❑ A. Very likely  ❑ B. Somewhat likely  ❑ C. Not likely at all |
| **10. Perceived Divine Will\*** | |
| **Doers:** Do you think that God\*\* approves of you *[put behaviour here]*?  ❑ A. Yes  ❑ B. Maybe  ❑ C. No | **Non-Doers:** Do you think that God\*\* would approve of you *[put behaviour here]*?  ❑ A. Yes  ❑ B. Maybe  ❑ C. No |
| *\* This question can also focus on the perceived cause of the problem: “Do you think that God / evil spirit / a curse / bad luck causes [put the problem here]?” But only refer to one of the causes in one question.*  *\*\* Depending on the local culture, this question can also be about gods or (evil) spirits.* | |
| **11. Policy** | |
| **Doers:** Are there any community laws or rules in place that made it more likely that you *[put behaviour here]*?  ❑ A. Yes  ❑ B. Maybe  ❑ C. No | **Non-Doers:** Are there any community laws or rules in place that make it more likely that you will *[put behaviour here]*?  ❑ A. Yes  ❑ B. Maybe  ❑ C. No |
| **12. Culture** | |
| **Doers:** Are there any cultural rules or taboos against *[put behaviour here]*?  ❑ A. Yes  ❑ B. Maybe  ❑ C. No | **Non-Doers:** Are there any cultural rules or taboos against *[put behaviour here]*?  ❑ A. Yes  ❑ B. Maybe  ❑ C. No |

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| **Go through the questionnaire and check whether all answers were recorded.**  **Thank the respondent for her / his time!** |

1. *Positive consequences can be translated also as “the positive things that happen when you [insert the behaviour]”.*  [↑](#footnote-ref-1)
2. *The meaning of “approve” in this question is very subtle. It implies the idea of “in favour of….” It does not mean “give permission” or “allow”. Translators should use care when selecting the word to convey the meaning of this word and also “disapprove”.* [↑](#footnote-ref-2)