

HOW TO USE THE PROVIDED BARRIER ANALYSIS QUESTIONNAIRES?

The Behaviour Change website contains over [80 Barrier Analysis \(BA\) questionnaires](#) on the most commonly studied behaviours in the health, nutrition, WASH, agriculture, education, and other sectors. To use them in the most effective way, **take advantage of the following tips:**

- ✓ **BEHAVIOUR STATEMENT:** Read the behaviour statement that is shown at the top of the first page of the questionnaire. If the priority group or the behaviour you plan to research is different from this, then the following parts of the questionnaire will need to be modified to reflect those differences: 1) behaviour statement; 2) screening questions; 3) classification table; and 4) the way the behaviour is described in the screening questions. If you modify the screening questions, keep in mind that they always need to cover each aspect of the behaviour. For example, timely care seeking for a sick child has to ask about 1) the illness, 2) the place where care was sought and 3) the timeframe in which care was sought. Ensure that the screening **questions do not lead the respondent** to give a particular response. After each answer, specify **what the enumerator should do** (for example, “→ Go to the next question”). See more guidance in the [Practical Guide to Conducting BA](#) (page 81).
- ✓ **RELAXING THE BEHAVIOUR:** Sometime there are so few people practicing the ideal behaviour, that you will not be able to find enough priority group members who are practicing/have practiced the ‘ideal behaviour’ as stated in the behaviour statement box. In such a case, **‘relax’ the definition of the behaviour** in order to find the recommended number of respondents (45 Doers and 45 Non-doers). For example, if you don’t think you can find enough mothers who have breastfed their infant for a full 6 months, you will need to ‘relax’ the behaviour just for the sake of the research to four or five months or perhaps less. This change will be reflected in the screening questions in Section A. Remember, though, that in Section B you will ask about the ideal behaviour.
- ✓ **THE BEHAVIOUR EXPLANATION:** If you study a behaviour that the respondent might not be familiar with, such as certain foods, materials or steps in a process (e.g. hand washing), it is recommended that the enumerators **show these foods / materials / steps** (or corresponding photos) to the respondent. This will ensure that the respondent knows exactly what the enumerator is asking about. Remember, the explanation should only be provided at the beginning of section B, before the research questions.
- ✓ **THE RESEARCH QUESTIONS:** Take advantage of the following **clarifications:**
 - The question on **positive consequences** is usually phrased: *What are the positive consequences of [behaviour]?* An alternative way to ask this question is: *What are the positive things that happen when you [behaviour]?* The question regarding the negative consequences can be modified in the same way.
 - The questions on **perceived social norms** ask about the people who approve and disapprove of the behaviour. Make sure that the enumerators (and people who translate the questionnaire) understand that “approve” means “are in favour of” – it does not mean “give permission” or ‘allow’.
 - If a person needs to **access** several different things to practice the behaviour (for example, sugar and salt), ask about these in separate questions.
 - The questions on **susceptibility and severity** do not mention the behaviour – they ask about the degree of risk the respondent feels to the problem and the level of seriousness of the problem (which the behaviour is supposed to solve). If the behaviour helps to solve a couple of different problems either enquire about the most critical problem, or ask about each problem in a separate question for both susceptibility and severity.
 - The question on action **efficacy** asks if the respondent feels that practicing the behaviour will reduce the risk of getting the problem (the same problem that was mentioned in the susceptibility question).
 - The question on **divine will** can be phrased in several different ways. First, it can relate to the behaviour (*Do you think that God approves of pregnant women breastfeeding?*) or to the problem (*Do you think it is God’s will if your children become malnourished?*). Second, it can also refer to ‘evil spirits’ or curses or karma (*Do you think that evil spirits cause children to become malnourished?*).
- ✓ **TRANSLATING THE QUESTIONNAIRE:** The questionnaire should **always be translated in writing and administered in the local language**, so that all enumerators ask the questions in exactly the same way. When translating your questionnaire, you can take advantage of the BA questionnaire templates that are available at [this site](#) in many different languages. See more guidance in the [Practical Guide to Conducting BA](#) (page 92).