

Developing Question Guides for Barrier Analysis Using Individual Interviews

1. Perceived Susceptibility:

- a. Do you think that you (or your child) could (GET DISEASE/PROBLEM)? (For example, "Do you think that your child could get measles?")
- b. Do you think that you (or your child) will have (DISEASE/PROBLEM) caused by (BEHAVIOR) in the next few months? (For example, "Do you think that you will have problems with pests in your crops in the next few months?")
- c. What are the diseases or problems that you can have if you (DO NOT DO THE BEHAVIOR)? (For example, "What are the diseases that your child can get if you do not exclusively breastfeed him/her?")

2. Perceived Severity:

- a. How bad of a disease/problem is (*diarrhea*)? Would you say it is very bad, somewhat bad, average, or not bad at all?
- b. Is (DISEASE/PROBLEM) a dangerous disease? (For example, "Is tuberculosis a dangerous disease?")
- c. (Ask participants to rank a list of diseases or problems including some innocuous diseases, the disease or problem associated with the behavior you are studying, and some severe/fatal diseases.)

3. Perceived Action Efficacy:

- a. When a person (DOES THE BEHAVIOR), does that (LEAD TO THE INTENDED EFFECT)? (For example, "When a person exclusively breastfeeds a child for the first six months of life, does that help to avoid diarrhea in the child?")
- b. To what degree does (DOING THE BEHAVIOR) help prevent (THE PROBLEM)? Does it help prevent it a little, somewhat, or a lot?

(For example, "To what degree does exclusively breastfeeding for the first six months of a child's life help prevent diarrhea? Does it help prevent it a little, somewhat, or a lot?)

4. Perceived Social Acceptability:

- a. Who (individuals or groups) do you think would object or disapprove if you (gave your child breastmilk only for the first six months of his/her life)?
- b. Who (individual or groups) do you think would approve if you (gave your child breastmilk only for the first six months of his/her life)?
- c. Which of these individuals or groups in either of the two questions above is most important to you?

5. Perceived Self-Efficacy:

- a. Would it be easy for you to (exclusively breastfeed your child)?
- b. What makes it (or would make it) difficult or impossible for you to (exclusively breastfeed your child)?
- c. What makes it (or would make it) easier for you to (exclusively breastfeed your child)?

6. Cues For Action:

- a. Is it (or would it be) easy to remember to (DO THE BEHAVIOR) every time that you need to do it (if you decided to do that)?
(For example, "Would it be easy to remember to not give your child anything else to eat or drink besides breastmilk if you decided to do that?")
- b. Is it (or would it be) easy to remember the steps in (DOING THE BEHAVIOR) every time that you need to do it (if you decided to do that)? (For example, "Is it easy to remember the steps in making ORS?")

7. Perception Of Divine Will:

- a. Is it sometimes God's (or the gods') will that people/children get (DISEASE)?
(For example, "Is it sometimes God's will that children get diarrhea?")

- b. Why do some people get (DISEASE) and some people do not?
- c. Do people sometimes get (DISEASE) because of curses or other spiritual or supernatural causes?

8a. Positive Attributes Of The Behavior:

- a. What do you see as the advantages or good things that would happen if (you exclusively breastfed your child, giving him or her only breastmilk for the first six months of life)?
- b. What are the things you like (or would like) about (exclusively breastfeeding your child)?

8b. Negative Attributes Of The Behavior:

- a. What do you see as the disadvantages or bad things that would happen if (you exclusively breastfed your child, giving him or her only breastmilk for the first six months of life)?