

<i>Research findings</i>	<i>% Doers (CI)</i>	<i>% Non-Doers (CI)</i>	<i>Implications</i>	<i>Program focus?</i>		
				<i>Y</i>	<i>N</i>	<i>?</i>
<b>Perceived Susceptibility</b>						
My child can get diarrhea	25%	20%	Very similar		✓	
My child can become dehydrated	72%	45%	Difference; educate on susceptibility	✓		
<b>Perceived Severity</b>						
Diarrhea is a killer disease	78%	81%	Very similar		✓	
Diarrhea listed 1 <sup>st</sup> or 2 <sup>nd</sup> in list of severe diseases	74%	68%	Very similar		✓	
<b>Perceived Action Efficacy</b>						
ORS prevents dehydration	93%	73%	Possible difference			✓
ORS prevents dehydration "a lot" (response d)	78%	62%	Possible difference			✓
<b>Perceived Self-Efficacy</b>						
I know how to make ORS	98%	67%	Difference; educate on how to make ORS	✓		
It would be easy for me to make ORS	92%	61%	Difference: Work on specific barriers (see below)	✓		
ORS is available at the health post nearest to my home	88%	43%	Difference: Improve availability and knowledge of where to find ORS	✓		
ORS costs too much	45%	38%	Very similar		✓	
Takes too long to prepare	22%	11%	Very similar		✓	
<b>Cues for Action</b>						
I can/could easily remember when to make ORS	95%	91%	Very similar		✓	
I can easily remember the steps/ingredients in making ORS	98%	63%	Difference; teach song to remember process	✓		
<b>Perceived Social Acceptability</b>						

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				<i>Y</i>	<i>N</i>	<i>?</i>
My mother agrees with using ORS	81%	83%	Very similar		✓	
My husband agrees with using ORS	53%	57%	Very similar		✓	
<b>Perception of Divine Will</b>						
It is often <i>God's</i> will that children with diarrhea die.	31%	72%	Large difference: Spiritual education (through churches & mosques)	✓		
Children often get diarrhea because of neighbors' curses	34%	41%	Very similar		✓	
Children often get diarrhea because of other supernatural causes	45%	84%	Difference: Explore and combat "other supernatural causes"	✓		
<b>Positive Attributes of the Behavior</b>						
Can prepare ORS quickly	91%	84%	Very similar		✓	
Older sibling can prepare ORS	54%	62%	Very similar		✓	
<b>Negative Attributes of the Behavior</b>						
ORS tastes bad	27%	16%	Very similar		✓	
ORS does not stop diarrhea	80%	38%	Large difference, but probably unable to change		✓	