

1. Mothers of children U2 ensure that they only drink safe potable water

Determinant: Perceived Risk

Bridge to Activity: Increase the awareness of the risks of using contaminated water

Activity:

2. Mothers of children U2 feed them meals containing food from the 7 food groups

Determinant: Social Norms (Mother-in-law doesn't approve)

Bridge to Activity: increase the perception that mothers-in-law approve of feeding U2s meals containing a variety of foods.

Activity:

3. Mothers of Children U2 prevent them from consuming animal feces.

Determinant: Negative Consequences (What bad thing could happen?)

Bridge to Activity: Increase the perception that children who consume animal (especially chicken) feces are at serious risk of chronic diarrhea and ill health.

Activity:

4. Mothers feed their children home-grown vegetables.

Determinant: Access (We don't have enough space to grow vegetables)

Bridge to Activity: Increase the perception that even people with very small compound can grow food for the family.

Activity:

5. Mothers wash hands before preparing food

Determinant: Cue for Action

Bridge to Activity: Increase the ability to remember to wash hands before preparing food

Activity:

6. Farmers use improved seeds

Determinant: Perceived action efficacy (the belief that the action is actually effective in addressing the problem.

Activity:

7. Pregnant women consume iron / folic acid tablets on a daily basis throughout their pregnancy

Determinant: Severity

Bridge to Activity: Increase the perception that anemia is a serious health problem for pregnant women.

Activity:

8. Farmers use natural pesticides and fertilizers

Determinant: Social Norms

Bridge to Activity: increase the perception that neighbors approve of using natural farming methods.

9. Lactating women eat two healthy snacks per day in addition to meals.

Determinant: Access

Bridge to Activity: decrease the perception that it is too expensive to provide additional food

Activity:

This handout was adapted from materials developed and generously shared by Bonnie Kittle. *Thanks Bonnie!*