Group: ❑ Doer ❑ Non-Doer

**Barrier Analysis Questionnaire:**

Feeding urea-enriched wheat straw to dairy cows

**Behavior Statement**

Targeted male dairy cow owners feed urea-enriched wheat straw to their dairy cows when fresh fodder is not available.

**Demographic Data**

Interviewer’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Questionnaire No.: \_\_\_\_\_Date: \_\_\_/\_\_\_/\_\_\_

Community: \_\_\_\_\_\_\_\_\_\_\_\_\_

Scripted Introduction:

Hi, my name is\_\_\_\_\_\_\_\_\_ and I am part of a study team looking into things farmers do to increase their income. The study includes a discussion of this issue and will take about 20 minutes. I would like to hear your views on this topic. You are not obliged to participate in the study and no services will be withheld if you decide not to. Likewise, if you chose to be interviewed you will not receive any gifts, special services or remuneration. Everything we discuss will be held in strict confidence and will not be shared with anyone else.

Would you like to participate in the study? [ If not, thank them for their time.]

**Section A - Doer/Non-doer Screening Questions**

1. Do you own any dairy cows?

❑ a. Yes 🡪 *Mark as Doer*

❑ b. No 🡪 *End interview and look for another respondent*

❑ c. Don’t Know / Won’t say 🡪 *End interview and look for another respondent*

2. Do you feed straw to your dairy cows?

❑ a. Yes 🡪 *Mark as Doer*

❑ b. No 🡪 *Mark as non-doer*

❑ c. Don’t Know / Won’t say 🡪 *End interview and look for another respondent*

3. In the last year, did you do anything to your straw to make it more nutritious for your dairy cows?

❑ a. Yes, applied mixture of water, urea and salt to wheat straw, and covered underground for approximately 21 days. 🡪 *Mark as Doer*

❑ b. Used other methods or didn’t do anything🡪 *Mark as non-doer*

❑ c. Don’t Know / Won’t say 🡪 *End interview and look for another respondent*

4. In the last year, did you feed your dairy cows with any enriched straw?

❑ a. Yes 🡪 *Mark as Doer*

❑ b. No 🡪 *Marks as non-doer*

❑ c. Don’t Know / Won’t say 🡪 *End interview and look for another respondent*

**DOER /NON-DOER CLASSIFICATION TABLE**

***Follow this table with care***

|  |  |  |
| --- | --- | --- |
| **DOER**  (all of the following) | **Non-Doer**  (any ONE of the following) | **Do Not Interview**  (any ONE of the following) |
| Question 1 = A |  | Question 1 = B or C |
| Question 2 = A |  | Question 2 = B or C |
| Question 3 = A | Question 3 = B | Question 3 = C |
| Question 4 = A | Question 4 = B | Question 4 = C |

Group: ❑ Doer ❑ Non-doer

**Behavior Explanatio**n - In the following questions I am going to be asking you about feeding urea-enriched straw to dairy cows. By this I mean applying mixture of urea, water and salt to wheat straw and storing it underground for approximately 21 days and feeding it to dairy cows.

**Section B – Research Questions**

*(Perceived Self-efficacy)*

1. **Doers and Non-doers:** With your present knowledge, money, and skills do you think that you could feed urea-enriched wheat straw to your dairy cows?

❑ a. Yes

❑ b. Possibly

❑ c. No

❑ d. Don’t Know

*(Perceived Self-efficacy)*

**2a. *Doers***: What makes it ***easier*** for you to feed urea-enriched wheat straw to your dairy cows?

**2b.** ***Non-doers***: What would make it ***easier*** for you to feed urea-enriched wheat straw to your dairy cows?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Self-efficacy)*

**3a. *Doers***: What makes it ***difficult*** for you to feed urea-enriched wheat straw to your dairy cows?

**3b.** ***Non-doers***: What would make it ***difficult*** for you to feed urea-enriched wheat straw to your dairy cows?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Positive Consequences)*

**4a.** ***Doers:*** What are the ***advantages*** of feeding urea-enriched wheat straw to your dairy cows?

**4b. *Non-doers:*** What would be the ***advantages*** of feeding urea-enriched wheat straw to your dairy cows?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Negative Consequences)*

**5a.** ***Doers:*** What are the ***disadvantages*** of feeding urea-enriched wheat straw to your dairy cows?

**5b. *Non-doers:*** What would be the ***disadvantages*** of feeding urea-enriched wheat straw to your dairy cows?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Social Norms )*

**6a. *Doers:*** Do most of the people that you know approve of you feeding urea-enriched wheat straw to your dairy cows?

**6b.** ***Non-doers***: Would most of the people that you know approve of feeding urea-enriched wheat straw to your dairy cows?

❑ a. Yes

❑ b. Possibly

❑ c. No

❑ d. Don’t Know / Won’t say

*(Perceived Social Norms )*

**7a.** ***Doers:*** Who are the people that ***approve*** of you feeding enriched wheat straw to dairy cows?

**7b.** ***Non-doers:*** Who are the people that ***would approve*** of you feeding urea-enriched wheat straw to your dairy cows?

***(Write all responses below. Probe with “Who else?”)***

*(Perceived Social Norms)*

**8a.** ***Doers:*** Who are the people that ***disapprove*** of you feeding urea-enriched wheat straw to your dairy cows?

**8b.** ***Non-doers:*** Who are the people that ***would disapprove*** of you feeding urea-enriched wheat straw to your dairy cows?

***(Write all responses below. Probe with “Who else?”)***

*(Perceived Access)*

**9a.** ***Doers:*** How difficult is it to get the things you need to feed urea-enriched wheat straw to your dairy cows?

**9b. *Non-doers:*** How difficult would it be to get the things you need to feed urea-enriched wheat straw to your dairy cows?

❑ a. Very difficult

❑ b. Somewhat difficult

❑ c. Not difficult at all.

❑ d. Don’t Know / Won’t say

*(Perceived Cues for Action / Reminders)*

**10a. *Doers:*** How difficult is it to remember how to feed enriched wheat straw to your dairy cows?

**10b. *Non-doers:*** How difficult do you think it would be to feed urea-enriched wheat straw to your dairy?

❑ a. Very difficult

❑ b. Somewhat difficult

❑ c. Not difficult at all.

❑ d. Don’t Know / Won’t say

*(Perceived Susceptibility / Perceived Risk)*

**11.** ***Doers* *and Non-doers:*** How likely is it that milk production from your dairy cows would decrease when there is no fresh fodder available?

❑ a. Very likely

❑ b. Somewhat likely

❑ c. Not likely at all

*(Perceived Severity)*

**12.** **Doers and Non-doers:** How serious would it be if milk production of your dairy cow decreased when there is no fresh fodder available?

❑ a. Very serious

❑ b. Somewhat serious

❑ c. Not serious at all

❑ d. Don’t Know / Won’t say

*(Action Efficacy)*

**13. Doers and Non-doers:** How likely is it that milk production from your dairy cows would decrease if you didn’t feed urea-enriched wheat straw to your dairy cows?

❑ a. Very likely

❑ b. Somewhat likely

❑ c. Not likely at all

*(Policy)*

**14. *Doers and Non-doers*:** Are there any community laws or rules in place that make it more likely that you would feed enriched wheat straw to your dairy cows?

❑ a. Yes

❑ b. No

❑ c. Don’t Know / Won’t say

*(Culture)*

**15. Doers and Non-doers:** Are there any cultural rules or taboos against feeding urea-enriched wheat straw to your dairy cows?

❑ a. Yes

❑ b. No

❑ c. Don’t Know /Won’t say

*Now I am going to ask you a question totally unrelated to the topic we’ve been discussing.*

*(Question on Universal Motivators)*

**16. Doers and Non-doers:** What is the one thing you desire most in life?

***THANK THE RESPONDENT FOR HIS /HER TIME!***