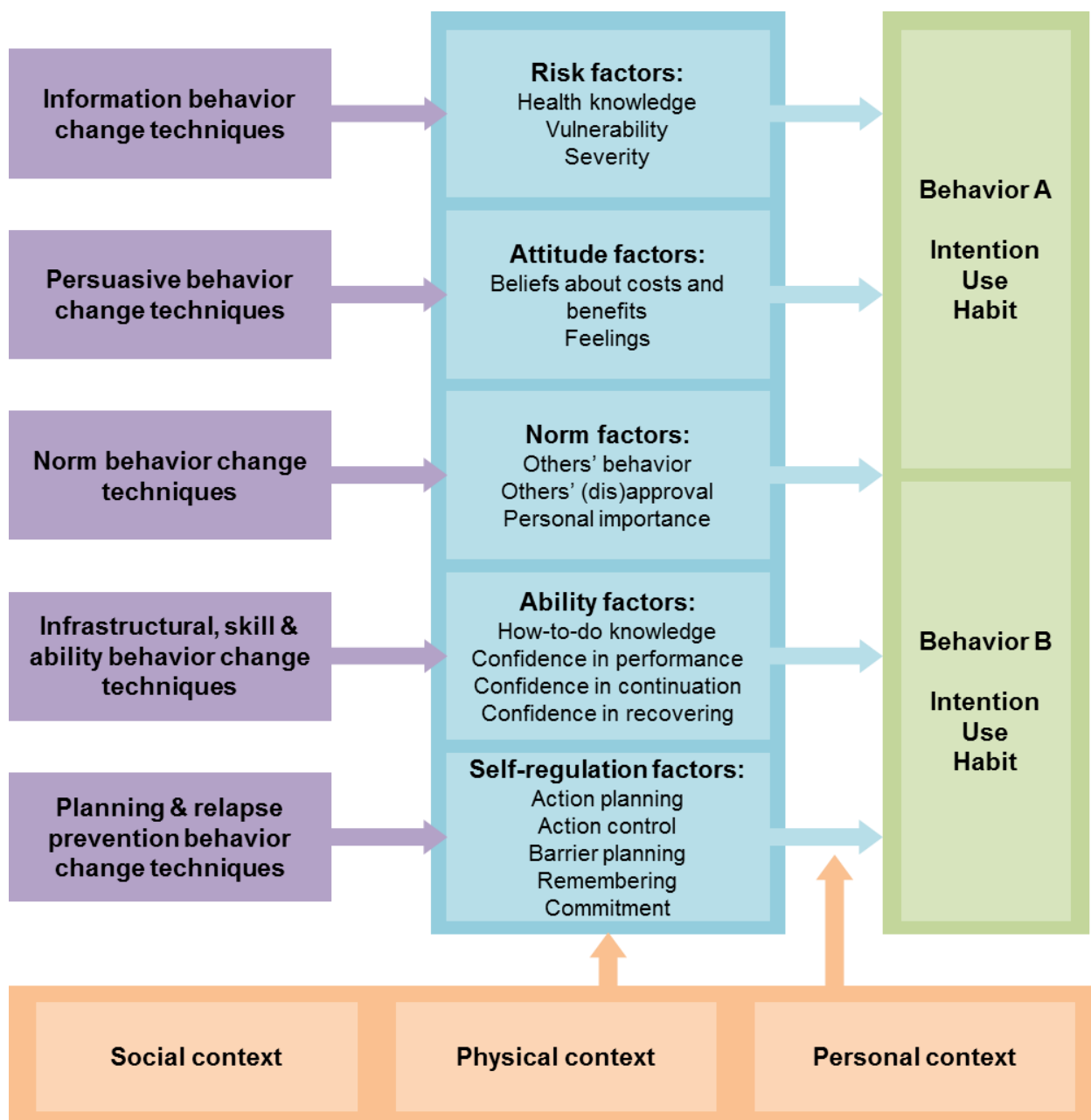


## Annex 1: Definition of behavioral factors and the RANAS model

### RANAS Model



## Definition of behavioral factors

Behavioral factors	Definition	Example
<b>Risk factors: a person's understanding and awareness of the health risk</b>		
Health knowledge	A person's knowledge of a disease's causes and (personal) consequences and its preventive measures.	The person knows that bacteria can cause diarrhea. The women knows that handwashing helps to prevent diarrhea
Vulnerability	A person's estimate about the general probability of contracting a disease and their subjective awareness of the personal risk of contraction.	I do not feel at risk of getting cholera, as I have my own pump.
Severity	A person's assessment of the seriousness of an infection and of the significance of the disease's consequences.	If I get diarrhea I will not be able to work and lose income
<b>Attitude factors: a person's positive or negative stance towards a behavior.</b>		
Beliefs about costs and benefits	A person's beliefs about monetary and non-monetary costs (time, effort, etc.) and benefits (lower medical costs, improved health) of a behavior, including the social benefits (higher status, appreciation by others).	It takes me too much time to treat the water.
Feelings	A person's emotions (joy, pride, disgust etc.) which arise when thinking of a behavior or its consequences or when practicing the behavior.	I like the smell of my hands when I wash them with soap.
<b>Norm factors: represent the perceived social pressure towards a behavior.</b>		
Others' behavior	A person's observation and awareness of others' behavior; his or her perceptions as to which behaviors are typically practiced by others.	Most of my family wash their hands without soap.
Others' (dis)approval	A person's perceptions as to which behaviors are typically approved or disapproved of by relatives, friends or neighbors. This includes the awareness of institutional norms, i.e. the dos and don'ts expressed by recognized authorities such as village, tribal or religious leaders, and by other institutions.	It is important to the village chief that we do no defecate in the open.
Personal importance	A person's beliefs about what she or he should or should not do.	It is very important to me to look clean.

<b>Ability factors: represent a person's confidence in her or his ability to practice a behavior.</b>		
How-to-do knowledge	A person's knowledge of how to perform the behavior.	The person can show correctly how to clean their hands or use the filter.
Confidence in performance	A person's perceived ability to organize and execute the courses of action required to practice a behavior.	I know where to buy chlorine and I have enough money to do so.
Confidence in continuation	A person's perceived ability to continue to practice a behavior, which includes the person's confidence in being able to deal with barriers that arise.	If I don't have any soap, I will use ashes to wash my hands until I can go to the market.
Confidence in recovery	A person's perceived ability to recover from setbacks and continue the behavior after disruptions.	When I return from the village after a festival, I will start to use the latrine again.
<b>Self-regulation factors: represent a person's attempts to plan and self-monitor a behavior and to manage conflicting goals and distracting cues.</b>		
Action planning	The extent of a person's attempts to plan a behavior's execution, including the when, where, and how of the behavior.	I usually clean the latrine after I have cleaned the kitchen after a meal.
Action control	The extent of a person's attempts to self-monitor a behavior by continuously evaluating and correcting the ongoing behavior toward a behavioral goal.	I check that my children and I leave the toilet in a clean condition so that we can always use it.
Barrier planning	The extent of a person's attempts to plan to overcome barriers that would impede the behavior.	If the person is going to the field for work, she always takes treated water along with her to drink, because there is no safe water available.
Remembering	A person's perceived ease of remembering to practice the new behavior in key situations.	Every time I cook, I put water and soap near the dishes so I remember to wash my hands before eating.
Commitment	The obligation a person feels to practice a behavior.	I am committed to having the cleanest toilet in the courtyard.