

## Resource 1.6: Definitions and examples of typical thoughts for the RANAS behavioural factors

RANAS behavioural factor	Definition	Example of typical thoughts
Risk factors, representing a person's understanding and awareness of the health risk		
<i>Factual knowledge</i>	A person's knowledge about a disease's causes and (personal) consequences and its preventive measures or about the impact of environmental issues.	"If I drink raw water I might get diarrhea".
<i>Vulnerability</i>	A person's estimate of the probability of contracting a disease or of being affected by an environmental issue.	"The risk that I get diarrhea is high".
<i>Severity</i>	A person's assessment of the seriousness of a disease or environmental issue and of the significance of its consequences.	"If I get diarrhea I cannot go to the market to sell my products, so I lose money".
Attitude factors, representing a person's positive or negative stance towards a behavior		
<i>Beliefs about costs and benefits</i>	A person's beliefs about monetary and non-monetary costs (time, effort etc.) and benefits (lower medical costs, improved health) of a behaviour, including social benefits (higher status, appreciation by others).	"Fetching water at the safe source is time-consuming".
<i>Feelings</i>	A person's emotions (joy, pride, disgust etc.) which arise when thinking of a behaviour or its consequences or when practicing the behaviour.	"I like to wash hands with soap".
Norm factors, representing the perceived social pressure towards a behavior		
<i>Others' behavior</i>	A person's observation and awareness of others' behaviour.	"Nearly all community members use a latrine for defecation".
<i>Others' (dis)approval</i>	A person's perceptions if the behaviour is approved or disapproved by relatives, friends, or neighbours. This includes the awareness of institutional norms, i.e. the dos and don'ts expressed by recognised authorities such as village, tribe, or religious leaders, and other institutions.	"My relatives approve when I chlorinate my drinking water".
<i>Personal norms</i>	A person's beliefs about what is right or wrong, according to their personal values.	"I feel personally obliged to wash hands with soap before I feed my baby".

RANAS behavioural factors	Definitions	Examples of typical thoughts
Ability factors, representing a person's confidence in her or his ability to practice a behavior		
<i>Action knowledge</i>	A person's knowledge of how to execute the behaviour.	"When I chlorinate my drinking water, I have to leave the water to stand for at least 30 minutes before drinking it".
<i>Confidence in ability</i>	A person's perceived ability to practice a behaviour.	"I am confident in my ability to use the water filter correctly".
<i>Confidence in continuation</i>	A person's perceived ability to practice a behaviour if obstacles arise.	"I am confident that I can find the time and money to regularly buy all drinking water at the safe source".
<i>Confidence in recovering</i>	A person's perceived ability to continue the behaviour after disruptions.	"I am confident in my ability to restart using the latrine for defecation even after it was broken for several weeks".
Self-regulation factors, representing a person's attempts to plan and self-monitor a behavior and to manage conflicting goals and distracting cues		
<i>Action planning</i>	The extent of a person's attempts to plan when, where, and how to execute the behaviour.	"I plan to refill the water filter every evening before going to sleep".
<i>Action control</i>	The extent of a person's attempts to selfmonitor a behaviour by continuously evaluating and correcting the ongoing behaviour toward a behavioural goal.	"Yesterday I arrived late at the borehole and it was already closed; so today I really have to remember to go in time!"
<i>Barrier planning</i>	The extent of a person's attempts to plan to overcome barriers which would impede the behaviour.	"If I don't have enough soap at home I won't be able to wash my hands regularly. Therefore I keep a stock of two soaps in the cupboard and refill it as necessary every market day".
<i>Remembering</i>	A person's perceived ease of remembering to practice the new behaviour in key situations.	"Every evening before going to sleep I drink a cup of water and thus remember to refill the water filter".
<i>Commitment</i>	The commitment a person feels to practicing a behaviour.	"I am committed to drinking only chlorinated water".