

## Barrier Analysis Questionnaires

In recent years, organizations implementing FFP projects have recognized the need to develop more effective behavior change strategies. To this end, TOPS has provided training in the Designing for Behavior Change framework, which recommends the use of Barrier Analysis (BA), a survey that identifies the most significant barriers to behavior change. To implement a BA, researchers must first develop a data collection tool - the questionnaire.

TOPS created a set of 30 Barrier Analysis Questionnaires [[link](#)] and guidance [[link](#)] on how to adapt these questionnaires as references for BA implementers. The questionnaires address behaviors in the areas of maternal and child nutrition, health, water and sanitation and agriculture.

The format of the questionnaires is based on a [standard format](#) developed by the creator of the BA approach, Tom Davis, and an independent consultant, Bonnie Kittle, which is complemented by the [BA tabulation sheet](#), which is used to analyze the results of the research.

While some of the questionnaires can be used exactly as they are written and presented on the website, in most cases they will serve as a foundation and will need to be modified slightly to match the context in which they will be used. Here are some guidelines to help decide if any modifications will be necessary.

1. First, read the behavior statement that is shown in the box under the title of the questionnaire. If your behavior statement is different from this (has a different priority group or slightly different behavior, for example), then the questionnaire will need to be modified to reflect those differences. Those changes will be reflected in the screening questions in Section A and also in how the behavior is referred to in the questions in Section B.
2. Secondly, consider that you may have to 'relax' the definition of the behavior in order to find the recommended number of respondents (45 Doers and 45 Non-doers). Sometimes there are so few people practicing the ideal behavior in the project area, that researchers will not be able to find enough priority group members who are practicing the behavior as it is stated in the behavior statement box. For example, if you don't think you can find enough mothers who have breastfed their infant for a full 6 months, you will need to 'relax' the behavior just for the research to four or five months or perhaps less. This change will be reflected in the screening questions in Section A. Remember, though, that in Section B you will refer to the ideal behavior.

3. Also remember that the Section A should include a separate question for each facet of the behavior. For example, timely care seeking for a sick child has to ask about the illness, the place where care was sought and the timeframe in which care was sought. Screening questions should not lead the respondent to give a particular response.
4. Once the screening questions have been written, you should review the twelve determinants of behavior change (the words written in italics above each question in Section B) and decide if there are any that you are very sure would not apply to the behavior in your context. You do not need to write research questions for these determinants. For example, some people think that 'access' is not a barrier to practicing exclusive breastfeeding and they do not ask about this determinant.
5. For the questions related to the determinants, Perceived Susceptibility/Risk, Perceived Severity, and Action Efficacy, you will need to develop separate questions for each problem that the behavior addresses. Keep in mind that these questions are not so much about the behavior but rather they relate to the problem that practicing the behavior will solve.
6. Further to this, the question related to the determinant "Divine Will" can be written in two different ways. It can relate to the behavior (Do you think God wants you to test seeds before planting them?) or the problem (Do you think it is God's will that seeds don't germinate?)

Additional information about how to develop a BA questionnaire can be found in the [Practical Guide for Conducting a Barrier Analysis](#).

If you have specific questions about writing a BA questionnaire you are invited to post them at [fsnnetwork.org](http://fsnnetwork.org).