Background

Similar factors for all socio-economic groups

Perceptions

Expectations

**Perceived benefit of consultation:**
Medical evaluation; information from trusted source; advice on illness management/symptom relief

**Minus**

**Barriers to consulting**
Wasting doctors’ time; previous experience of consulting; time and effort involved.

**Perceived Parental efficacy:**
Experience with other children
Need for reassurance/safer to consult

Threats

**Perceived child’s susceptibility**

**Perceived illness severity** (seriousness)

**Perception of threat from illness:**
Illness severity – perception of symptom severity and duration
Behavioural factors; not sleeping/eating
Uncertainty/failure of home management

Action

**Cues to action (Triggers to consulting):**
Social pressures/sanctioning
Illness information - internet searching; social networks; pharmacy; NHS Direct

**Consult primary care**
(behaviour will reduce threat based on expectations)