Conceptual model adapted from the Integrative Model of Behavioral Prediction (Fishbein and Yzer 2003)

Demographic variables

Culture

Socio-economic variables

Media exposure

Individual differences

Perceived threat
1. Malaria is a serious disease
2. I’m at risk of getting malaria

Perceived Threat

Efficacy Beliefs
1. Nets are effective at preventing malaria
2. I can use a net

Self-Efficacy

Normative beliefs and motivation to comply
1. Most people here use nets
2. I want to be like most people

Perceived norm

Intention “habit of net use”

Behavior Consistent net use

Outcome beliefs and their evaluations
Benefits (comfort, good night’s sleep, protection from nuisance biters) minus barriers (discomfort)

Comfort/Discomfort Attitudes

Skills

Environmental Constraints
funerals

Figure 2