CREATE OBJECTIVE 3: LIMIT THE SPREAD OF NORMAL FLU

PROPOSED ACTION	CURRENT BEHAVIOR	REASONS FOR CURRENT BEHAVIOR	BARRIERS to CHANGE 'Lock'	STRATEGY - 'Key' for CHANGE		
				MOTIVATION Activities and Messages	ADVOCATES	PROPOSED CHANNEL
• Covering coughs and sneezes with handkerchief or tissue • Wash hands after coughing or sneezing • Wash hands more frequently (after touching surfaces touched by others) • Wear mask if symptomatic	Cough and sneeze freely	*Habit/Custom* *Easy/Lazy* *Don't know it's a problem* *Use cloth but don't wash it frequently enough*	Habit Just a change of climate - no problem Lack of information Not a serious problem Don't have a cloth or tissue	It's polite to cover your mouth! It's not nice to cough and sneeze over people - it spreads diseases (for example flu). You can greatly reduce the spread by covering your mouth with a tissue or karma (scarf) If you don't have a tissue or cloth available-even use your hand, but be sure to wash afterwards. Tissues should be disposed of carefully, and kramas (scarves) washed frequently.	Parents (Mothers), Colleagues, Teachers, Peers (self image), Commune leaders, Monks, Celebrities, Queen, Doctors, Comedians	*IPC (doctors, HCW, teachers in schools, scouts, health volunteers, commune meetings)* *Radio talk shows* *PSAs / TV, Radio* *Newspapers* *Soap operas, FM music shows, street theatre, restaurant comedy shows* *Pamphlets, leaflets, posters*
	Don't wash hands after coughing and sneezing Don't wash hands frequently enough	*Don't know it's a problem* *Washing facilities not convenient or available*	No information or motivation Water and soap for washing not available, no facilities	Show how germs are spread (basic germ theory) Washing hands is one of the most effective ways to stop coughs, colds and flu Good shops, restaurants, schools, markets make washing facilities available (use public demand to make facilities available)	Ordinary people! Parents (Mothers) Colleagues Teachers Peers (self image) Monk Celebrities (medical student - actress) Queen Doctors Comedians Businesses make washing available for staff and customers Commune council Village Health volunteers NGOs	
	Don't wear masks if sick	*Not used to wearing* *Hot and uncomfortable* *Looks strange*	Not readily available in Cambodia Not "cool"!	You have a responsibility to protect others from your germs Wearing masks if sick makes a really big difference		