

**FIGURE 1** Hypothesised relationships between latent constructs (shown as ovals) that influence chicken farmers' ability to implement Highly Pathogenic Avian Influenza control and prevention measures in Bangladesh. The red arrows represent the direct effects of *perceived susceptibility*, *perceived severity*, *perceived benefits*, *perceived barriers* on the outcome *self-efficacy*. The orange arrows represent the mediation effect of *cues to action* between *perceived susceptibility*, *perceived severity*, *perceived benefits*, *perceived barriers* and the outcome *self-efficacy*.

