SUPPLEMENTARY FIGURE S1 Conceptualization of a Structural Equation Model using the Health Belief Model framework to explore the ability of backyard chicken farmers to implement Highly Pathogenic Avian Influenza control and prevention measures in Bangladesh. The rectangles represent observed variables and the ovals represent latent constructs. The circles labelled 'd' and 'e' represent errors associated with the measurements of the observed variables, and circles labelled 'z' represent residuals of the dependent latent constructs. Single-headed red arrows represent the direct effects, single-headed orange arrows represents the mediation effects and double-headed green arrows represent the standardised covariance (correlation) between independent latent constructs.