STEP 1: IDENTIFY THE PROBLEM

Write down a single issue in the form of a personal statement.

Ex: *70% of the community thinks that giving oral polio vaccine is a "somewhat good" idea*
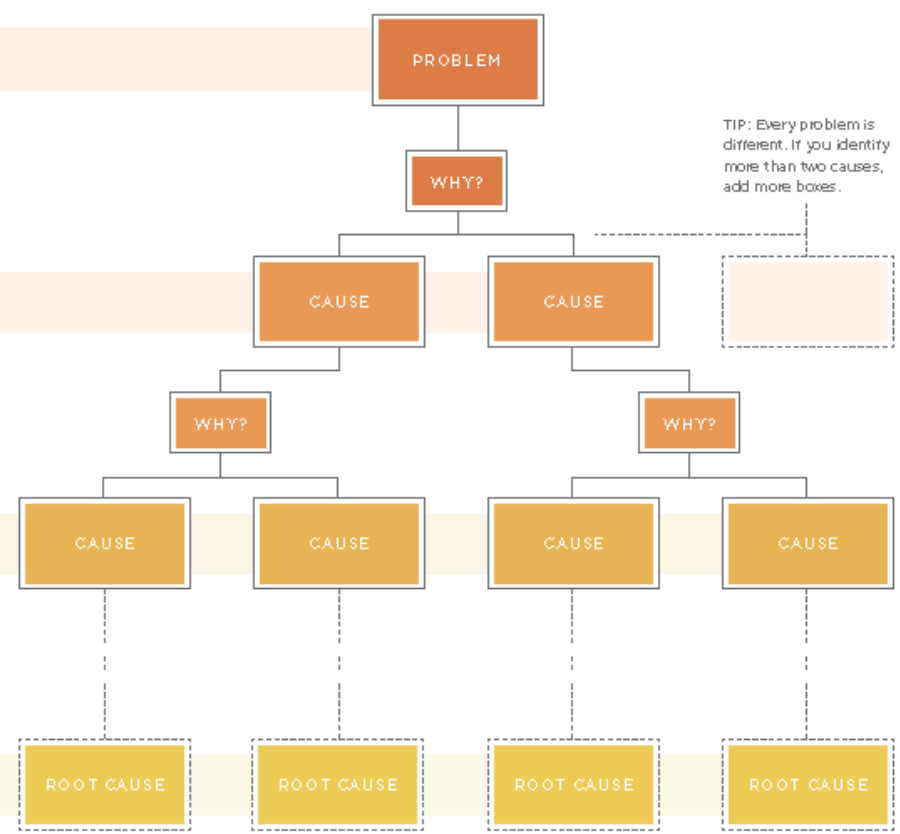
TIP: Every problem is different. If you identify more than two causes, add more boxes.

PROBLEM

WHY?

STEP 2: WHAT'S CAUSING THE PROBLEM?

Identify what's causing the problem by asking *"Why?"*

Ex: *Why?*
80% of the community is not concerned about polio.

CAUSE

CAUSE

WHY?

WHY?

STEP 3: KEEP GOING

Continue to ask *"Why?"* until you can no longer answer the question.

Ex: *Why?*
70% of the community believes that the symptoms are curable.

CAUSE

CAUSE

CAUSE

CAUSE

STEP 4: ROOT CAUSE IDENTIFICATION

Once you can no longer answer "Why?" you have reached the root cause. You now have a list of barriers that you can effectively act upon.

Ex: *Why?*
Traditional healers, a trusted source of medical information, tell them that most diseases are curable, and medicine is only for "curative" purposes. Root Cause: Conflicing Knowledge

ROOT CAUSE

ROOT CAUSE

ROOT CAUSE

ROOT CAUSE

TIP: Every problem is different. It may take fewer, or even more causes to reach your root cause. Keep asking "Why?"