

Background

Similar factors for all socio-economic groups

Perceptions

Expectations

Perceived benefit of consultation:

Medical evaluation; information from trusted source; advice on illness management/ symptom relief
Minus

Barriers to consulting

Wasting doctors' time; previous experience of consulting; time and effort involved.

Perceived Parental efficacy:

Experience with other children
Need for reassurance/ safer to consult

Threats

Perceived child's susceptibility

Perceived illness severity (seriousness)

Perception of threat from illness:

Illness severity – perception of symptom severity and duration
Behavioural factors; not sleeping/eating
Uncertainty/ failure of home management

Action

Cues to action (Triggers to consulting):

Social pressures/ sanctioning
Illness information - internet searching; social networks; pharmacy; NHS Direct

Consult primary care
(behaviour will reduce threat based on expectations)