NO

YES

**RUMOUR/ GOSSIP**

NO

YES

NO

YES

**MYTH**

DID SOMEONE IN THE CLOSE CIRCLE INSTIL THIS BELIEF, WITHOUT BROAD COMMUNITY ASSENT?

**SOCIAL NORM**

NO

CAN THE BELIEF BE EASILY DISPROVEN USING SCIENCE/MEDICAL INFORMATION?

IS IT AN UNWRITTEN RULE IN THE COMMUNITY?

YES

NO

YES

RELIGIOUS LEADER/ RELIGIOUS EDUCATION

HEARD IN COMMUNITY/NOT SURE

**RELIGIOUS NORM**

**SUPERSTITION**

WHY DOES THE PERSON BELIEVE THIS?

RECONSIDER RELEVANCE

YES

NO

IS THE SUPERNATURAL INVOLVED?

IS THERE A BEHAVIOUR/DECISION INFLUENCED BY THE BELIEF?