

APPLYING THE SOCIAL ECOLOGICAL MODEL (SEM) OF HEALTH BEHAVIOR TO A COMMUNITY ACTIVATION CAMPAIGN

The Social Ecological Model (SEM) posits that for a given health behavior, there are multiple levels of influence, including individual, interpersonal, community, and societal (also known as the policy level). This framework for examining the contexts of health behavior accounts for behavioral control, community norms and beliefs, interpersonal influences, organizational settings, and power structures.

The SEM is an effective tool in public health interventions and community activation campaigns, helping to understand the often-cascading barriers and facilitators that influence individuals' likelihood to change, and informing targeted, realistic, and effective campaign goals.

Key considerations in applying the SEM to an activation campaign include the following:

- Articulate what behavior change the campaign is asking individuals to undertake.
- Identify the barriers and facilitators that may influence an individual's ability to undertake that change at each SEM level.
- Based on the identified barriers and facilitators, identify what interventions may be needed at each level for individuals to accomplish the desired behavior change, and select the intervention(s) most appropriate to the campaign's goal.

Examples of potential barriers and facilitators are provided from the FCR CCP donor activation campaign in the table below, with example interventions that could be employed by a campaign to help achieve the desired behavior change (i.e., COVID-19 recoverees donate CCP).

SEM Level	CCP Facilitator Example	CCP Barrier Example	Potential Intervention
Individual	COVID-19 recoverees believe CCP donations can help save lives and are motivated to donate.	COVID-19 recoverees believe CCP donation is harmful and are dissuaded from donating.	Develop messaging to educate potential donors of the benefits of CCP.
Inter-personal	Positive experiences and encouragement from family members or friends who have donated CCP.	Negative experiences and discouragement from family members or friends who have donated CCP.	Increase positive narratives around CCP donation within a social group (e.g., conversations in online social networks).
Community	Local donation centers use mobile units to hold CCP collection events close to where individuals live or work.	Individuals in communities where blood centers do not offer mobile collection units face scheduling or travel conflicts.	Gain support from community partners to facilitate CCP donation (e.g., blood centers use of mobile donation units in specific communities)
Societal	Individuals who donate CCP are provided with rideshare and/or public transportation vouchers to cover the cost of their travel.	Individuals who are unable to afford the extra cost of transportation are unable to access donation centers.	Eliminate structural barriers to CCP donation (e.g., provide funding for transportation to/from donation centers).