

SOCIAL ECOLOGICAL MODEL (SEM) OF HEALTH BEHAVIOR - WORKSHEET

Applying the SEM to Community Activation Campaigns

Use the blank table below to identify the barriers, facilitators, and potential interventions to employ at each level of behavioral influence for a community activation campaign.

Campaign Goal:

SEM Level	Potential Facilitators (List)	Potential Barriers (List)	Potential Intervention
Individual			
Inter-personal			
Community			
Societal			

Key Considerations

- 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.