



# Center for Communication Programs

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# Understanding risk and behaviour: a socio-ecological model

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# Acknowledgment to my colleagues at CCP/Hopkins

- D. Larry Kincaid
  - Doug Storey
  - Maria Elena Figueroa
  - Carol Underwood
- 
- Credits for Photos:
    - Photoshare, CCP



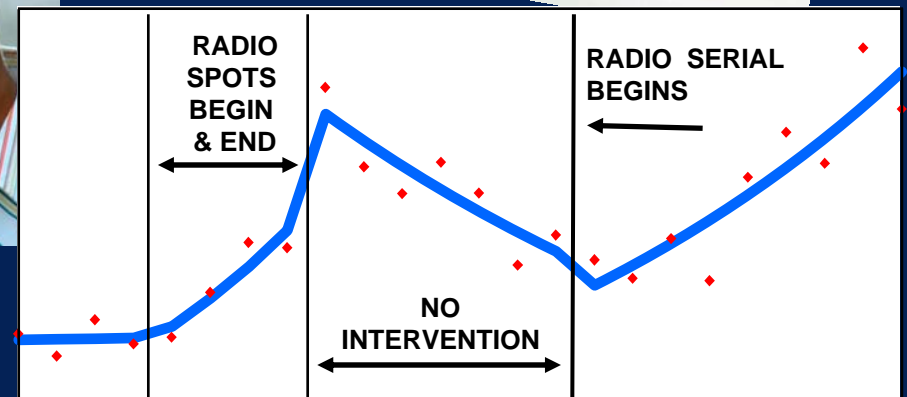
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# Overview of today's presentation

- Socio-ecological model
- Implications for BCC
- Implications for M&E



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Average monthly clinic visits



# Ecology and Social Ecology

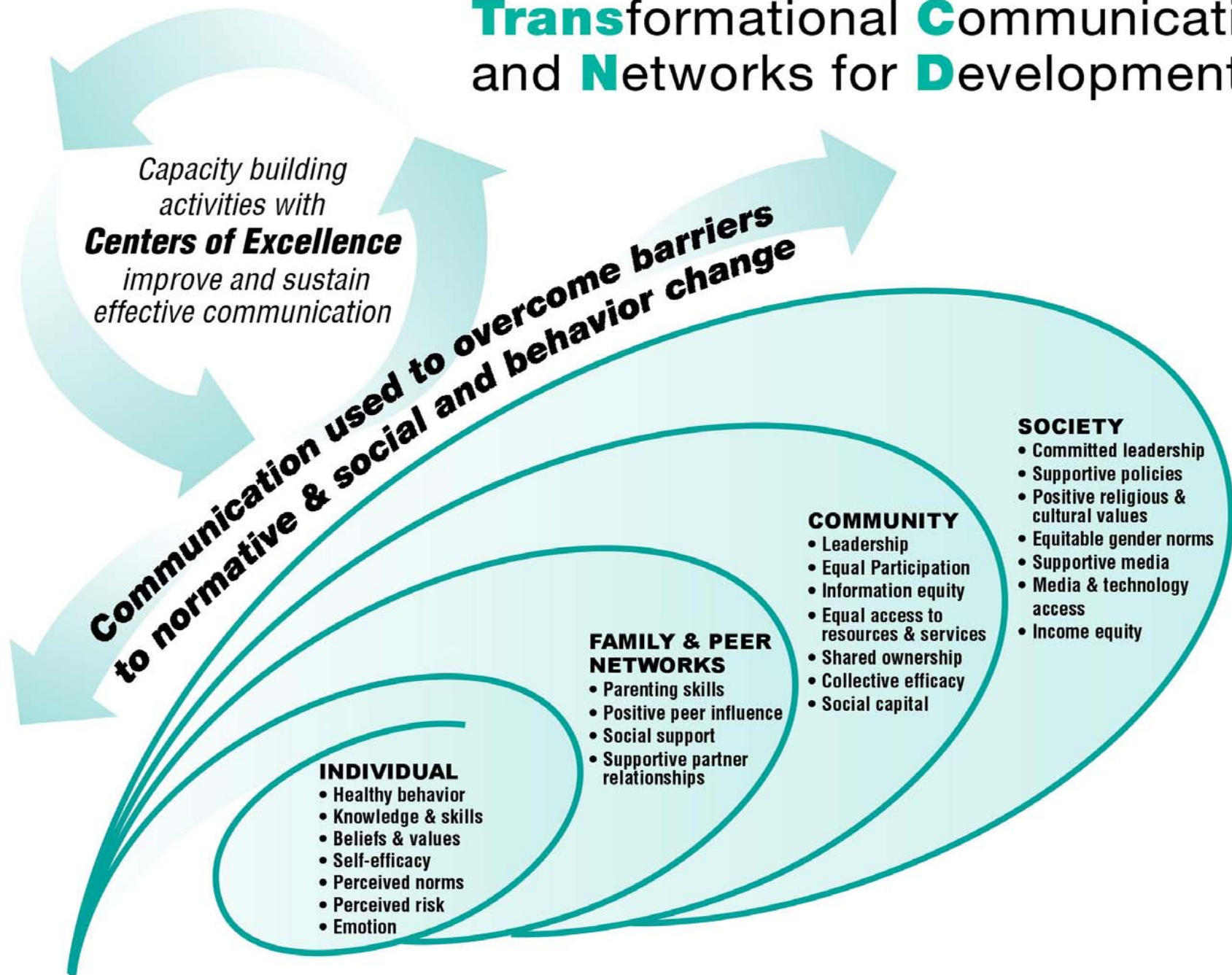
- **Ecology (derived from the biological sciences):**
  - Describes the complex interrelationships among organisms and the environment in which they are embedded
- **Social Ecology**
  - The study of the influence of the social context on behavior, including institutional and cultural variables (Sallis & Owen, 2002)



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# Transformational Communication and Networks for Development





## Two key features of social ecology (systems approach)

- **Embeddedness**
  - One system is nested in hierarchy of other systems at different levels of analysis
- **Emergence**
  - System at each level is greater than the sum of its parts



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## **Key ideas behind S-E model**

- **Factors at multiple levels affect human behavior**
- **Essential to understand and address barriers and constraints to behavior change at multiple levels**
- **Unrealistic to expect individuals to change behavior if barriers at higher levels are insurmountable**



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# Implications of social ecological approach for behavior change

- Interventions for planned change should address all four levels to be effective:
  - Individual
  - Social network
  - Community
  - Societal
- Communication interventions
  - Can overcome barriers at each level
  - Facilitate change



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# If social change supports individual change, more self-sustaining

Interaction between Individual and Social Change

		Individual Change	
		NO	YES
Social Change	NO	Maintenance of status quo	Limited health improvement
	YES	Increased potential for health improvement	Self-sustained health improvement



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## Implications for Monitoring and Evaluation (M&E)

- Much of program evaluation has focused on the individual only
- Rarely does a single data source measure more than one level
  - Example: policy level AND individual behavior
  - Exceptions: DHS measures individual and some community variables



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## Main challenges facing evaluators

- **Developing the right indicators**
  - To reflect appropriate levels
- **Indicators must be:**
  - Relevant to the appropriate level
  - Reliably measurable
  - Conceptually sound
  - Amenable to change



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## Using the correct measurement and analytic approaches

- Allow inferences about causal links across levels of analysis
- How to make connections about change at two levels
  - Ex: individual and social change
  - How both relate to communication intervention(s)



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## **Difficulty of testing the effects of the drivers of the epidemic**

- **Researchers can test the effects of specific interventions through controlled trials**
  - **Example: male circumcision**
- **Researchers can't "manipulate" the drivers in an experimental sense:**
  - **Example: status of women, poverty**



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**...and as with any other evaluation**

- **The eternal challenge:**
  - **Standardized indicators endorsed by international agencies**

**versus**

- **Indicators generated through participatory processes**

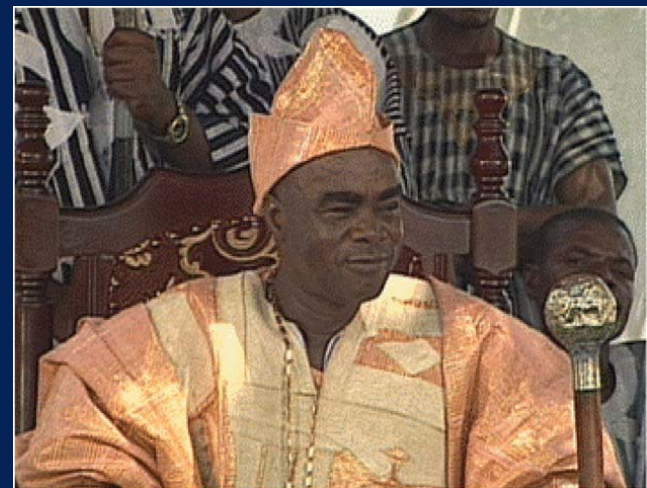


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# Questions?



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