

Multi-Level Approach to Changing Behaviors

| | LEVEL | APPLICATION |
|---|--|---|
| Policy & Environmental Strategies (Systems-Level Change) | Society  | <p>Developing and enforcing state policies and laws that can increase beneficial health behaviors. Developing media campaigns that promote awareness of the health needs and advocacy for change.</p> <p>Examples: Partnering with NC Department of Agriculture to increase facilities (Farmer’s Market programs) for increasing availability of fruits and vegetables; passing legislative laws that all public buildings and restaurants are smoke-free.</p> |
| | Community  | <p>Coordinating the efforts of all members of a community (organizations, community leaders, and citizens) to bring about change. Developing and enforcing local policies and ordinances that support beneficial health behaviors.</p> <p>Examples: Forming a community coalition to assess physical activity facilities; developing a media advocacy strategy promoting the need for environments that support healthy eating.</p> |
| | Organizational  | <p>Changing the policies, practices and physical environment of an organization (e.g., a worksite, a health care setting, a school/child care, a faith organization, or another type of community organization) to support behavior change.</p> <p>Examples: Designating time for employees to work out; setting a policy about healthy foods in worksite vending venues; establishing a tobacco-free policy at the worksite.</p> |
| Individual/Interpersonal Strategies | Interpersonal  | <p>Recognizing that groups provide social identity and support, interpersonal interventions target groups, such as family members, peers or fellow employees.</p> <p>Examples: Developing buddy systems and support groups at work that promote weight management, walking clubs and quitting tobacco use.</p> |
| | Individual  | <p>Motivating change in individual behavior by increasing knowledge, and influencing attitudes or challenging beliefs.</p> <p>Examples: Offering cooking classes, one-on-one counseling, and incentives; promoting health coaching, interactive website, and health education through displays.</p> |

(Reference: Adapted from McLeroy, et.al (1988))