



#PlayYourPart Social Ecological Model



The Social Ecological Model (SEM) is a theory-based framework for understanding the multifaceted and interactive effects of personal and environmental factors that determine behaviours, and for identifying behavioural and organizational leverage points and intermediaries for VAWG prevention within organizations.

There are five nested, hierarchical levels of the SEM: Individual, interpersonal, community, organizational, and policy/enabling environment. The most effective approach to VAWG prevention and social norms change uses a combination of interventions at all levels of the model. Figure 1 shows the SEM (on the left) and the corresponding strategic behavioural and normative campaign objectives (on the right). Country-level communication campaigns should be designed to support ongoing social behaviour change efforts that aim to catalyse system changes that will improve health, safety and wellness outcomes for girls and women.

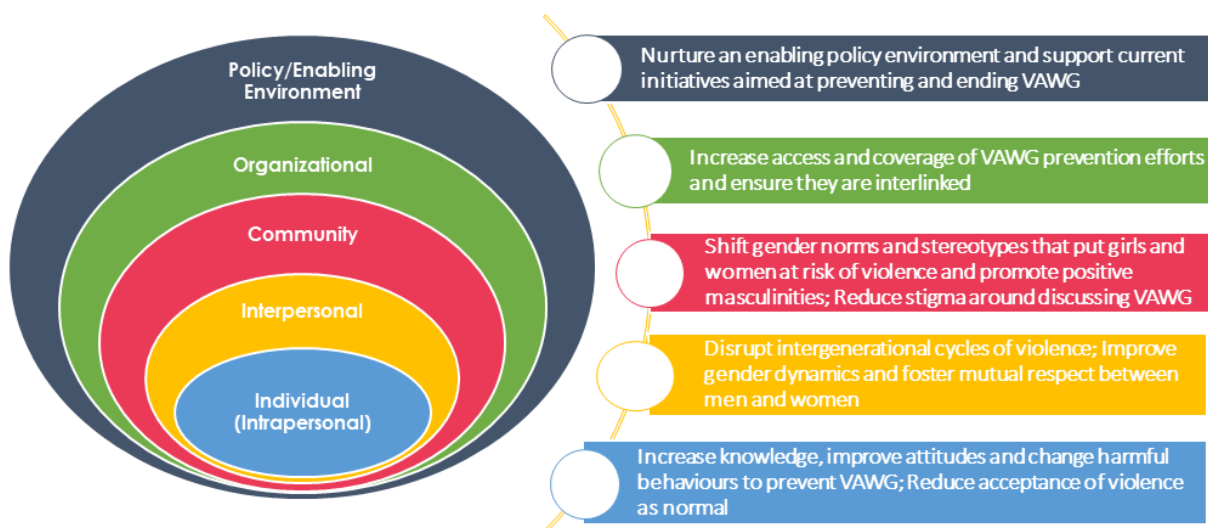


Figure 1. Social Ecological Model with Corresponding Strategic Objectives