SBCC Theory and the Social – Ecological Model

Interpersonal Level
Social Learning Theory/Social Cognitive Theory

Summary-Focus

Social Cognitive Theory (SCT) describes a dynamic, ongoing process in which personal factors, environmental factors, and human behavior exert influence upon each other. According to SCT, three main factors affect the likelihood that a person will change a health behavior: (1) self-efficacy, (2) goals, and (3) outcome expectancies. If individuals have a sense of personal agency or self- efficacy, they can change behaviors even when faced with obstacles. If they do not feel that they can exercise control over their health behavior, they are not motivated to act, or to persist through challenges. As a person adopts new behaviors, this causes changes in both the environment and in the person. Behavior is not simply a product of the environment and the person, and environment is not simply a product of the person and behavior.

SCT evolved from research on Social Learning Theory (SLT), which asserts that people learn not only from their own experiences, but by observing the actions of others and the benefits of those actions. Bandura updated SLT, adding the construct of self-efficacy and renaming it SCT. (Though SCT is the dominant version in current practice, it is still sometimes called SLT.) SCT integrates concepts and processes from cognitive, behaviorist, and emotional models of behavior change, so it includes many constructs. It has been used to design successful behavior change interventions in areas ranging from dietary change to pain control.

Key Concepts

Table 5. Social Cognitive Theory	
Concept	**Definition**
Reciprocal determinism	The dynamic interaction of the person, behavior, and the environment in which the behavior is performed
Behavioral capability	Knowledge and skill to perform a given behavior
Expectations	Anticipated outcomes of a behavior
Self-efficacy	Confidence in one's ability to take action and overcome barriers
Observational learning (modeling)	Behavioral acquisition that occurs by watching the actions and outcomes of others' behavior
Reinforcements	Responses to a person's behavior that increase or decrease the likelihood of reoccurrence

References; Glanz, 2005
http://www.cancer.gov/cancertopics/cancerlibrary/theory.pdf