

## SBCC Theory and the Social – Ecological Model

### *Individual Level* **Theory of Human Motivation**

#### **Individual**

Health Belief Model

Theory of Planned Behavior

Stages of Change

#### **Theory of Human Motivation**

#### **Interpersonal**

Dialogical Approaches or Theories

Social Learning Theory

Diffusion of Innovations

#### **Community/ Social**

Social Movement Theory

Social Network Theory

Media Theories

Social Convention Theory

Theory of Gender and Power

#### **Summary-Focus**

Humans must first meet basic **physiological and safety needs** (Food, water, shelter, etc.) before addressing "higher" needs such as **social relations, esteem, or "self-actualization"** (e.g., a fulfilling career). In relation to behavior change, Maslow's **hierarchy of needs** provides some reference to understand the barriers to change for any behavior.

The theory suggests that when planning and designing an intervention, success may be limited in circumstances/contexts where people are focused on meeting basic needs or have other priorities. For example, if someone is worrying about feeding their family they may not be thinking about "open defecation" (even though they should be, for obvious health reasons).

#### **Key Concepts**

Hierarchy of Needs:

- **Physiological**
- **Safety**
- **Social**
- **Esteem**
- **Self-actualization**



References; Maslow, 1943