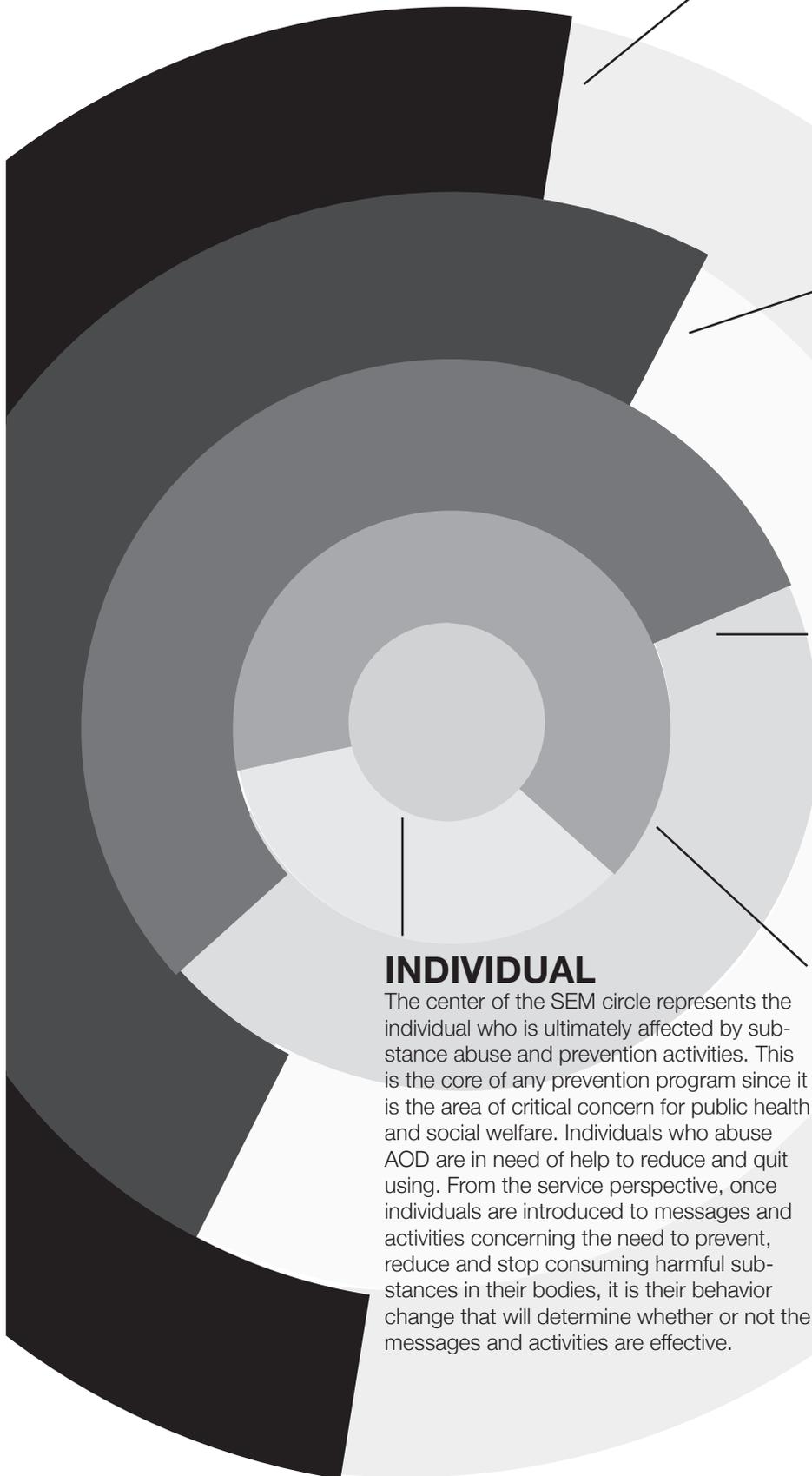


SOCIAL-ECOLOGICAL MODEL



POLICY

The fifth and outermost band of the Social-Ecological Model circle surrounds the community band and represents substance abuse prevention activities at the policy level. These activities are intended to facilitate individual behavior change through regulation, communication, and support by promoting, developing, and implementing local, state, and federal policies and guidelines. Policy-level institutions and representatives such as federal government agencies, tribal governments, national advocacy groups, and local, state, and national legislators represent potential sources for regulation, communication, and support.

COMMUNITY

The fourth band of the SEM circle surrounds the organizational band and represents substance abuse prevention activities implemented at the community level. These activities are intended to facilitate individual behavior change through communication and support by leveraging resources and participation of community-level institutions such as substance abuse coalitions, health departments, media, and community advocacy groups, which represent potential sources of community communication and support.

ORGANIZATIONAL

The third band of the SEM circle surrounds the interpersonal band and represents substance abuse prevention activities implemented at the organization level. These activities are intended to facilitate individual behavior change through communication and support aimed at influencing organizational systems and policies. Health care systems, employers or worksites, health care plans, local health departments, health clinics, and professional organizations represent potential sources of organizational messages and support.

INTERPERSONAL

The second band of the Social-Ecological Model circle surrounds the individual band and represents substance prevention activities implemented at the interpersonal level. This part of the needs assessment is intended to facilitate individual behavior change through interpersonal communication and support aimed at affecting social and cultural norms and overcoming individual-level barriers. Friends, family, health care providers, community health workers, and prevention providers represent potential sources of interpersonal messages and support.

INDIVIDUAL

The center of the SEM circle represents the individual who is ultimately affected by substance abuse and prevention activities. This is the core of any prevention program since it is the area of critical concern for public health and social welfare. Individuals who abuse AOD are in need of help to reduce and quit using. From the service perspective, once individuals are introduced to messages and activities concerning the need to prevent, reduce and stop consuming harmful substances in their bodies, it is their behavior change that will determine whether or not the messages and activities are effective.