Communication used to overcome barriers to normative & social change

**INDIVIDUAL**
- Knowledge
- Skills
- Beliefs & values
- Self-efficacy
- Perceived norms
- Perceived risk
- Emotion

**FAMILY & PEER NETWORKS**
- Peer influence
- Spousal communication
- Partner & family influence
- Social support

**COMMUNITY**
- Leadership
- Access to information
- Social capital
- Collective efficacy

**SOCIAL & STRUCTURAL**
- Leadership
- Resources & services
- Policies & regulations
- Guidance & protocols
- Religious & cultural values
- Gender norms
- Media & technology
- Income equality

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