

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