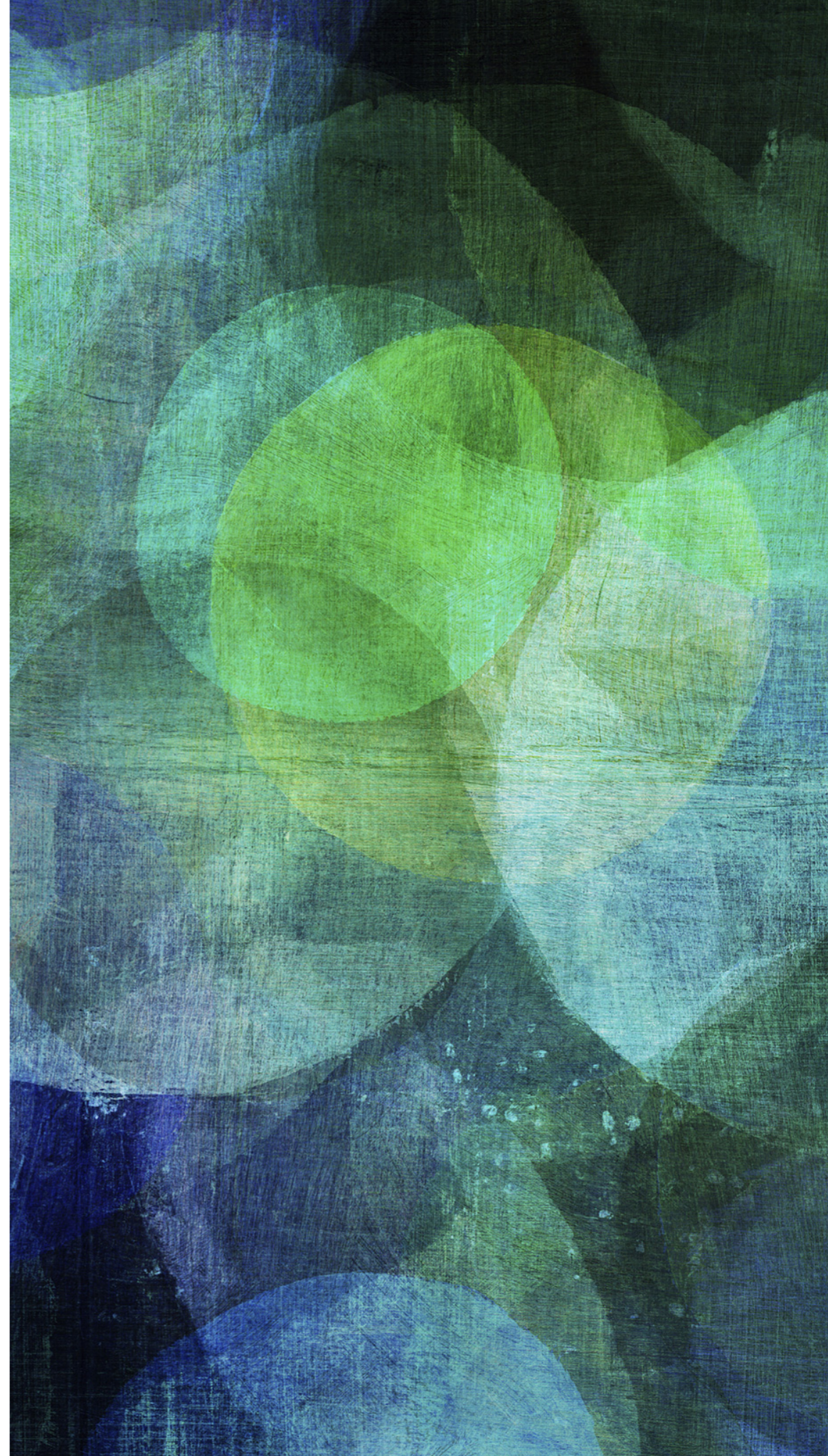


SOCIAL- ECOLOGICAL MODEL





KEY KNOWLEDGE AND SKILLS

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Knowledge

- components of social-ecological models (individual, social environment, physical environment and policy); the relationship between the multiple levels of influences and physical activity

Skills

- identify components of the social-ecological model
- apply a social-ecological model to critique physical activity strategies used by government and non-government organisations to target two sub-population group

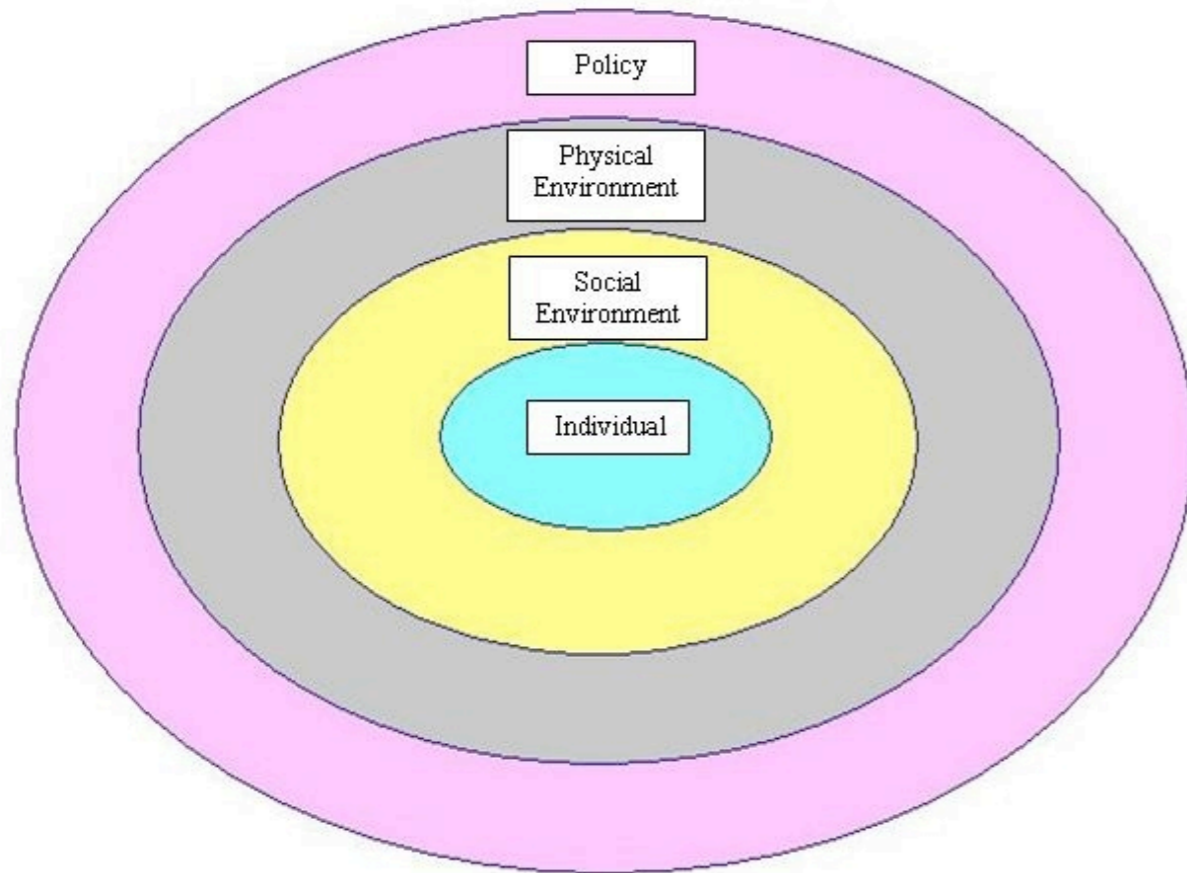
WHAT IS THE SOCIAL ECOLOGICAL MODEL

- The social ecological model is a dynamic way of presenting the factors that influence a person's physical activity levels. It recognises that no single factor alone accounts for how much physical activity we do, they all interrelate to determine how much physical activity a person achieves

THE LEVELS

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The social ecological model has 4 levels



- Individual
- Social Environment
- Physical Environment
- Policy

All these levels interrelate to determine how much physical activity a person will actually do!

THE INDIVIDUAL LEVEL



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The individual is at the centre of the social-ecological model.

This level includes personal factors that increase or decrease the likelihood of an individual being physically active.

INDIVIDUAL LEVEL FACTORS

- Individual factors which influence physical activity participation include:
 1. knowledge, attitudes, behaviours, beliefs, perceived barriers, motivation, enjoyment skills (including fundamental motor skills and sports specific skills), abilities, disabilities or injuries
 2. age
 3. sex
 4. level of education
 5. socioeconomic status
 6. employment status
 7. self-efficacy.

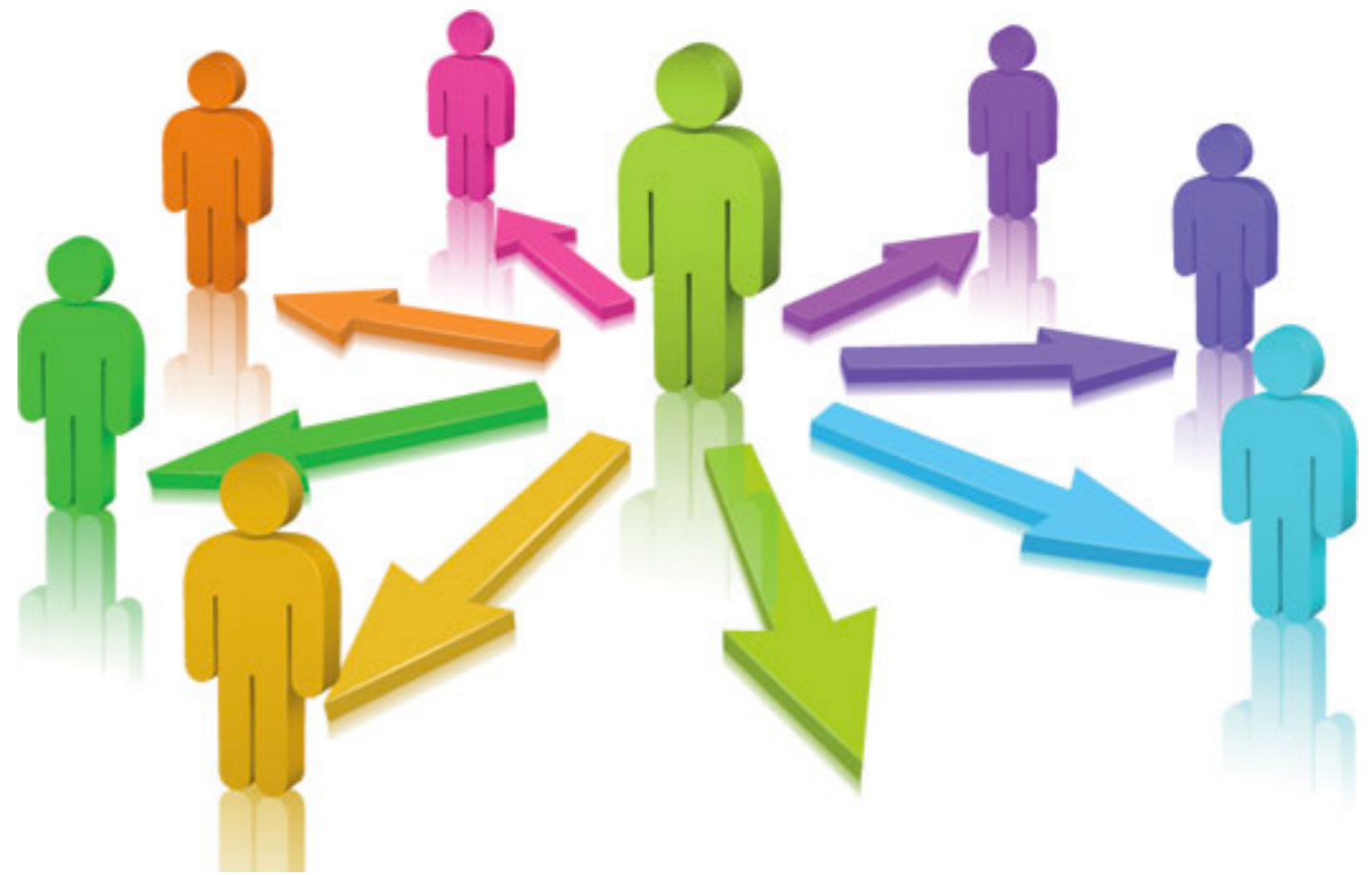
INTERVENTION STRATEGIES AT THE INDIVIDUAL LEVEL

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Strategies aimed at these levels
can include:

- education
- counselling
- mentoring programs.



THE SOCIAL LEVEL



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The social environment comprises the relationships, the culture and the society with whom the individual interacts.

The social environment has a significant influence on physical activity behaviour. For example, having someone such as a peer, family member or work colleague to be physically active with can impact on physical activity behaviour.

SOCIAL LEVEL FACTORS

➤ Social factors which influence physical activity participation include:

1. **family**, such as the influence of parental and sibling physical activity levels and family support
2. spouse or partner
3. peers
4. institutions and organisations, such as schools, workplaces and community organisations
5. access to social support networks versus social isolation
6. influence of health and other professionals such as doctors, teachers and coaches
7. community norms
8. cultural background
9. socioeconomic status of the community

INTERVENTION STRATEGIES AT THE SOCIAL LEVEL

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Strategies aimed at these levels can include:

- community education
- support groups
- peer programs
- workplace incentives
- social marketing campaigns.

These are used to promote positive community attitudes and awareness to participation in physical activity.



THE ENVIRONMENT LEVEL

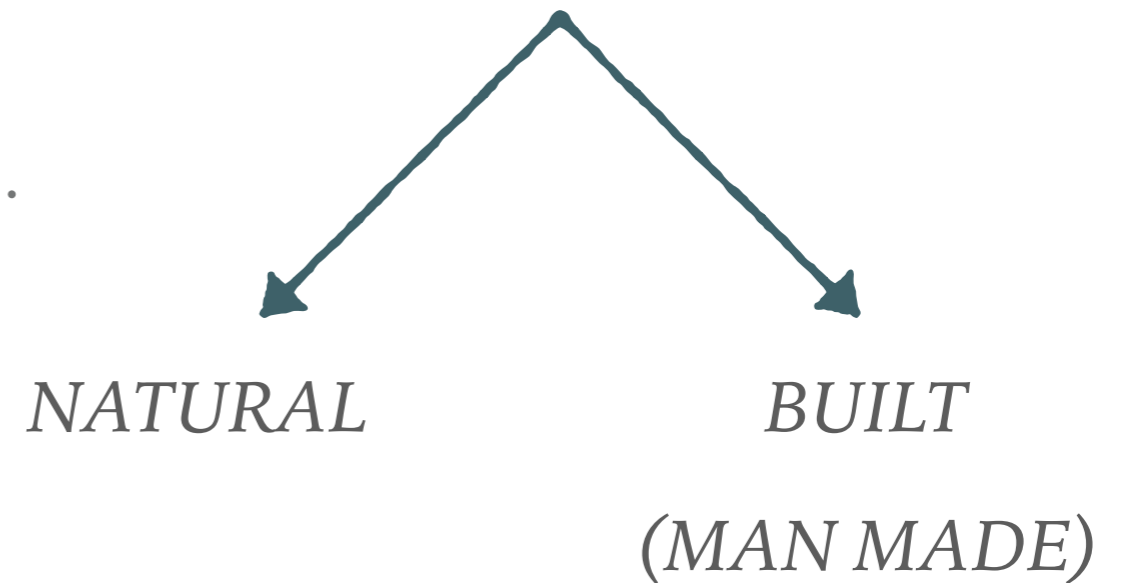
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Physical environment includes the natural environment and the built (or man-made) environment.

Physical environments are likely to influence the amount and type of physical activity, this influence can be positive or negative.

For example, physical environments such as sports fields, bike paths, swimming pools and gymnasiums are designed for physical activity, while other physical environments such as workplaces, schools, family homes or theatres may discourage, restrict or prohibit physical activity.

ENVIRONMENT



ENVIRONMENT LEVEL FACTORS

- Social factors which influence physical activity participation include:
 1. natural factors such as weather or geography
 2. availability and access to facilities such as parks, playgrounds, sporting grounds, gymnasiums, walking or cycling tracks
 3. aesthetics or perceived qualities of facilities or the natural environment
 4. safety such as crime rates or amount and speed of traffic
 5. community design such as connectivity of streets, living in a cul-de-sac, density of housing or land use
 6. public transport.

INTERVENTION STRATEGIES AT THE ENVIRONMENT LEVEL

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Strategies aimed at this levels can include:

Built

- Inclusion of Walking and cycling tracks
- Parks in housing estates

The natural environment has fewer opportunities for intervention; these tend to focus on overcoming barriers to physical activity within the natural environment.

Strategies aimed at this level should go before the social and individual levels. This is because if the physical environment is not in place, e.g cycling or walking trails, then some individual and social strategies might not work, such as education programs around walking.



THE POLICY LEVEL



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This refers to legislation, regulatory or policy making actions that have the potential to affect physical activity. These are often formal legal actions taken by local, state or federal governments but also can be informal local policies or rules in settings such as schools or workplaces.

POLICY LEVEL FACTORS

➤ Policy includes: \$\$\$\$\$\$

1. urban planning policies
2. active transport policies
3. education policies such as mandating time for physical education classes
4. health policies
5. environmental policies
6. workplace policies
7. funding policies.
8. Incentives

CRITIQUING USING THE SOCIAL ECOLOGICAL MODEL

- We use the model to critique physical activity strategies.
- We can use the Social-Ecological model to break down a strategy into the four levels.
- **Strategies/Interventions to change behaviour are more likely to be successful when the multiple levels of influence are addressed at the same time.**
- Basically the more levels that are targeted the higher the chance that the strategy will change a persons physical activity level.