## Multi-Level Approach to Changing Behaviors

<table>
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<th>LEVEL</th>
<th>APPLICATION</th>
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| **Society** | Developing and enforcing state policies and laws that can increase beneficial health behaviors. Developing media campaigns that promote awareness of the health needs and advocacy for change.  
**Examples:** Partnering with NC Department of Agriculture to increase facilities (Farmer’s Market programs) for increasing availability of fruits and vegetables; passing legislative laws that all public buildings and restaurants are smoke-free. |
| **Community** | Coordinating the efforts of all members of a community (organizations, community leaders, and citizens) to bring about change. Developing and enforcing local policies and ordinances that support beneficial health behaviors.  
**Examples:** Forming a community coalition to assess physical activity facilities; developing a media advocacy strategy promoting the need for environments that support healthy eating. |
| **Organizational** | Changing the policies, practices and physical environment of an organization (e.g., a worksite, a health care setting, a school/child care, a faith organization, or another type of community organization) to support behavior change.  
**Examples:** Designating time for employees to work out; setting a policy about healthy foods in worksite vending venues; establishing a tobacco-free policy at the worksite. |
| **Interpersonal** | Recognizing that groups provide social identity and support, interpersonal interventions target groups, such as family members, peers or fellow employees.  
**Examples:** Developing buddy systems and support groups at work that promote weight management, walking clubs and quitting tobacco use. |
| **Individual** | Motivating change in individual behavior by increasing knowledge, and influencing attitudes or challenging beliefs.  
**Examples:** Offering cooking classes, one-on-one counseling, and incentives; promoting health coaching, interactive website, and health education through displays. |

(Reference: Adapted from McLeroy, et.al (1988))