Individuals
- Cognitions: knowledge, beliefs, self-efficacy
- Affect
- Skills
- Motivation
- Intentions
- Biological predispositions
- Demographics

Social Networks
- Size and connectedness of personal network
- Social support and modeling by: family, peers, mentors
- Opinion leaders

Population or Community
- Social norms
- Culture
- Social cohesion
- Collective efficacy
- Social capital
- Income
- Disparities
- Racism

Local-Level
- Social structures: laws and policies, enforcement
- Cultural & media messages
- Availability of products & services
- Physical structures

Distal-Level
- Social structures: laws and policies, enforcement
- Cultural & media messages
- Availability of products & services
- Physical structures

Attributes of people
Smallest -------------------------------------------Largest
Level of Aggregation

The attributes of place
Smallest ---------------------------------Largest
Level of Aggregation