

## The social-ecological model for demand-side interventions

Theory construct	Examples from pregnancy, labor and delivery	Examples from family planning, HIV, nutrition, and maternal mental health	In practice: small and sick newborns	In practice: healthy newborns
<b>Societal</b> (policies, laws)	Unconditional cash transfers Conditional cash transfers Vouchers	Girls' education Economic empowerment for girls and women Financial incentives for beginning care or for voluntary medical male circumcision Subsidies Cooperative purchasing	Conditional cash transfers	Health systems strengthening with a demand-side approach
<b>Community</b> (local practices, spaces, opportunities)	Home visits Community funds for emergencies	Home visits		Home visits
<b>Interpersonal</b> (family, friends, social networks)	Mobile health applications to increase husband's birth readiness Engaging men and other family members Women's support groups	Women's support groups focused on reducing maternal depression	Peer counseling Women's support groups	Engaging men and other family members Women's support groups
<b>Individual</b> (knowledge, attitudes, skills)	Mobile health applications Nutrition counseling Maternal health education	Mobile health applications Nutrition counseling Health education delivered in schools, health settings, communities, and over traditional media Health education delivered over social media	Mobile health applications to increase supplementary feeding	Mobile health applications Training for caregivers on symptom recognition