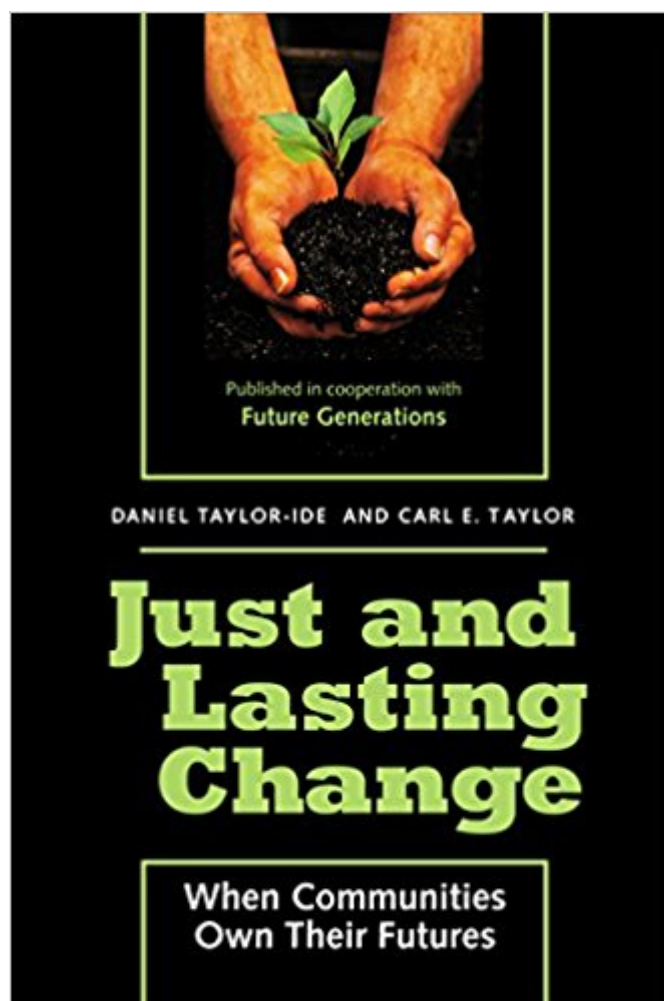




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# Just And Lasting Change: When Communities Own Their Futures



## Synopsis

Just and Lasting Change presents how to transform communities rapidly and in locally appropriate ways. Daniel Taylor-Ide and Carl Taylor have been present at key events and worked with key thinkers in dealing with the large forces of inequity, environmental change, and globalization. The approach they have synthesized builds on what has worked over the last century and can now be implemented rapidly and cost-effectively in many parts of the world. It relies on a three-way partnership of "bottom-up" initiatives from the community level, "top-down" support from government agencies, and "outside-in" ingenuity and objectivity from experts. Based on both a diverse range of case studies from the earliest attempts to promote social development in India a century ago to current efforts in Tibet, the Peruvian Andes, China, and the American Southwest and engaging personal experiences, this book describes, step-by-step, how SEED-SCALE can be effectively implemented. With contributions from leading international experts in community-based development and public health, Just and Lasting Change offers a hopeful description of how people have made a difference in diverse communities around the world and a practical, accessible handbook for those trying to improve the quality of life in underdeveloped communities everywhere.

## Book Information

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## Customer Reviews

This book is both a description and a prescription: a description of some such communities, and the process through which they achieved enviable health levels, as well as a prescription for other societies to follow suit... This is the one book I would unhesitatingly recommend to anyone

interested in underdevelopment and health. (V. Raman Kutty International Journal of Epidemiology) This book is a 'must-read' for those seeking to carry out or to understand true change in health equity and health improvement. This book shows us the real potential of honest partnerships between communities, governments, and technical experts. With an unmatched global reach and breadth of examples, from Appalachia to the Tibetan high plateau, the Taylors have laid out for the reader both the complexity and the underlying simplicity of principle that enables us to approach health from a systems perspective. Nurturing these resonant and self-reinforcing systems, rather than filling out the static prescriptions of past top-down development efforts, can put us on the path to a healthy world. Many of us with experience in development are scared of the 'do-gooder' syndrome which frequently lacks a sustainability and growth component. Just and Lasting Change, however, makes a unique contribution to the field by detailing how a continuous empowerment process of skill and will can realize the potential for cumulative growth in development programs. (Halfdan Mahler, Director General Emeritus, World Health Organization) I know of no one else in the world who has the breadth and depth of experience in international development work as Carl Taylor. In Just and Lasting Change, he and Daniel Taylor-Ide offer a perceptive analysis of the strengths and weaknesses of current development efforts and, in their SEED-SCALE model, a practical guide for those engaged in this kind of work today and a highly relevant approach to these problems in this age of globalization. (W. Henry Mosley, M.D., M.P.H., The Johns Hopkins Bloomberg School of Public Health) This book describes in detail a concept of community development that is not only exciting but eminently practical and capable of achieving positive results. The SEED-SCALE model for international development presented in Just and Lasting Change is based on the need for local consensus and cooperation, recognizing that when community residents, government officials, and outside experts work together, they can create the proper environment for sustainable development. Applicable to any community where growth has been lagging, whether in the developing or the developed world, SEED-SCALE has been repeatedly tested and proven successful. In spelling out so succinctly the manner in which community development can be stimulated through the SEED-SCALE concept, this book makes a valuable contribution to the literature on sustainable development. (Flora MacDonald, former Canadian Foreign Minister)

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—Nils Daulaire, M.D., M.P.H., President and CEO of the Global Health Council

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—Flora MacDonald, former Canadian Foreign Minister

This book has been amazing so far. Much of what the author has to say is very accurate and stimulating. His ideas on how one should approach global activism and work toward change have been very insightful. I would definitely recommend this text to anyone entering the health field or interested in environmental/global health. Ideas and principles fit not only with public health, but much of the principles toward human activism and creating progress seem applicable to the world of business, management, community relations, and everyday life. The book is very colorful with some

capturing stories-not hard to read at all. I've taken pages of notes from it and hope to apply them soon!

Just and Lasting Change provides a methodology that can be used anywhere around the world to empower communities for sustainable development. The Taylors' have shown that by empowering communities to build upon their already evident successes, they can be the leaders of their own sustainable development. A must have for community leaders everywhere.

A book every one interested in the development and sustainability of the planet should read. This is a teaching tool for humanity. A must read

The poor communities of the world are, unfortunately, a laboratory for many thousands of mostly failed experiments in how to improve their situation. This important and valuable book builds on decades of practical experience by the authors in the successful, durable transformation of poor communities. The authors' key insights are (1) the necessity for change to be driven by the collaboration of the community, outside experts, and local government; (this may seem obvious, but many projects fail because they treat one of these three groups as an enemy or obstacle rather than a vital element), (2) to have measurable results, (3) to use the power of the community to modify behavior that is an obstacle to success. This book should be read by donors as well as those directly involved in development activities such as community leaders, government officials, and NGO workers.

This book is a wonderful book for those who are working in international development work. I am from Ethiopia and I have been in the development work for the last 7 years. I loved the idea of listening to people rather than doing top down approach. As an individual who worked with a lot of people(non-Ethiopian) who comes to my country with a solution to our country's problem, this book tell them to slow down and listen to the people. I love the SEED-SCALE approach as it has shown with different example how it can work and be successful. This is my first time to review any kind of items/books on and I highly recommend this book to anyone.

As we watch news reports of the world in chaos and trouble this Book offers not just salve to ease the pain of some of these small communities but also real solution as they being to restore their dignity with justice for all involved. The Model SEED/Scale is one that I believe should be studied

and applied in some of the rural areas, small towns in this part of Southwest Oklahoma. This method is about a reformation of attitude, self-awareness , and possibilities for growth and change bringing the best healthiest new life possible. I think that Churches could apply the model as well as a way to restoring justice and change within themselves and within the communities they serve. Revitalization is something that churches in rural areas everywhere talk about I believe this model could be applied with success. This book should have a broad readership. It could help change the world. Rev. Bobbie G. McGarey, Southwest Oklahoma Presbyterian Parish Pastor, Frederick, Temple, Walters, Chattanooga, and Grandfield. Oklahoma.

We used this book in grad school. It is a beautiful model that I have employed as a foundation in conjunction with trauma healing tools repeatedly in community work. I have witnessed it in action in multiple countries and in a variety of manners. Highly recommend it if you are called to do community work.

The concepts in this book are truly ground-breaking. Never before had I read theory that could be so easily and practically applied to my community. Finally someone is speaking through EMPOWERED communities rather than at them. Everyone who has ever been involved or plans to be in social change MUST read this book. The evidence given throughout Just and Lasting Change have changed the world and will continue to.

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