



Just and Lasting Change: When Communities Own Their Futures

Daniel C. Taylor, Carl E. Taylor

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How can public health workers, policy experts, and medical professionals work with members of developing nations to promote social change in rapid, cost-effective, and locally appropriate ways? In *Just and Lasting Change*, Daniel C. and Carl E. Taylor present readers with an innovative, proven, and site-specific guide to helping communities thrive through growing their own change in partnership with experts, donors, and government.

The Taylors built their decades-long careers by partnering with key thinkers to combat inequity, environmental degradation, and globalization. The SEED-SCALE model they describe enables people (wherever they might live) to transform their communities by analyzing their local context in relation to the global, taking appropriate actions based on their priorities and resources, and assessing what succeeding actions may be needed to continue making progress.

Just and Lasting Change describes, step by step, how the SEED-SCALE model can be effectively implemented. Drawing from a variety of engaging personal experiences and case studies, this wide-ranging book describes early attempts to promote social development a century ago, as well as current efforts in South America, Africa, and Asia. It also reveals how community-based social change unfolded in America, spurred at different points by Abraham Lincoln's leadership style and the Green Bay Packers's ownership model, and presents readers with thematic global examples from the anti-smoking campaign, Green Revolution, Child Survival Revolution, and urban agriculture.

The second edition of this pathbreaking handbook offers a hopeful description of how people have improved the quality of life in diverse communities around the world and is fully revised and updated with · Five completely new chapters · Thirteen years of scholarship and global evidence · Contributions from leading international experts in community-based development and public health

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