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JOHNS HOPKINS
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SEED-SCALE: A Universal Process

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Section A: Planting the SEED

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What Is Community Empowerment?

- Community empowerment emerges as an unexpected but measurable force driving community action to rapid scaling-up
- Families change behavior, and community groups change social norms
- Self-reliance and sustainability develop rather than the common dependency from top-down control

Hope from a New Participatory Process

- Expect no universal solutions
 - Instead, **a new participatory process** helps communities find their own appropriate solutions to each problem and situation
- Empowerment tends to occur:
 - When least expected
 - When people have given up hope of services
 - When communities see others succeeding

Four Working Principles

- Four working principles for scaling-up community empowerment
 1. Start with and build on successes
 2. Three-way partnership essential among communities, officials and experts
 3. Local data gathering, decision-making, and priority-setting owned by communities
 4. Communities make annual work plans to change behavior and social norms

Six Criteria Measure Progress

1. **Equity:** surveillance for disparities and needs of the most deprived
2. **Sustainability:** environmental, economic , cultural understanding and action
3. **Interdependency:** not “dependency”
4. **Holism:** integrated services, ecosystems
5. **Collaboration:** bring together factions
6. **Iteration:** “embrace error,” self-corrections

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