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Section D

Four Necessary Principles
Principle 1: Build from Success

- Identify what is working, strengthen that
- One success leads to a next success
- Add successes to build momentum
- Don’t focus on needs or try to fix failures
Principle 2: Three-Way Partnership

- Community growth is bottom-up

- Enabling policies and financing provide the top-down environment for bottom-up growth

- Ideas and training from the outside-in stimulate the bottom-up to adapt
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Principle 3: Evidence-Based Decisions

- Decisions fit local conditions when made from evidence

- Usually decisions are made:
  - By whomever has the power ... or money ... or strongest opinions

- But decision making using facts gathered at the site points action toward success
Principle 4: Behavior Change

- Fundamental social change occurs when people change behaviors
- But typically, programs seek measurable outputs
- Changing behaviors is:
  - Sustainable
  - An option available to every community
- Once started, one behavior change encourages another
- Work plans encourage behavior change