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Section D

Four Necessary Principles

Principle 1: Build from Success

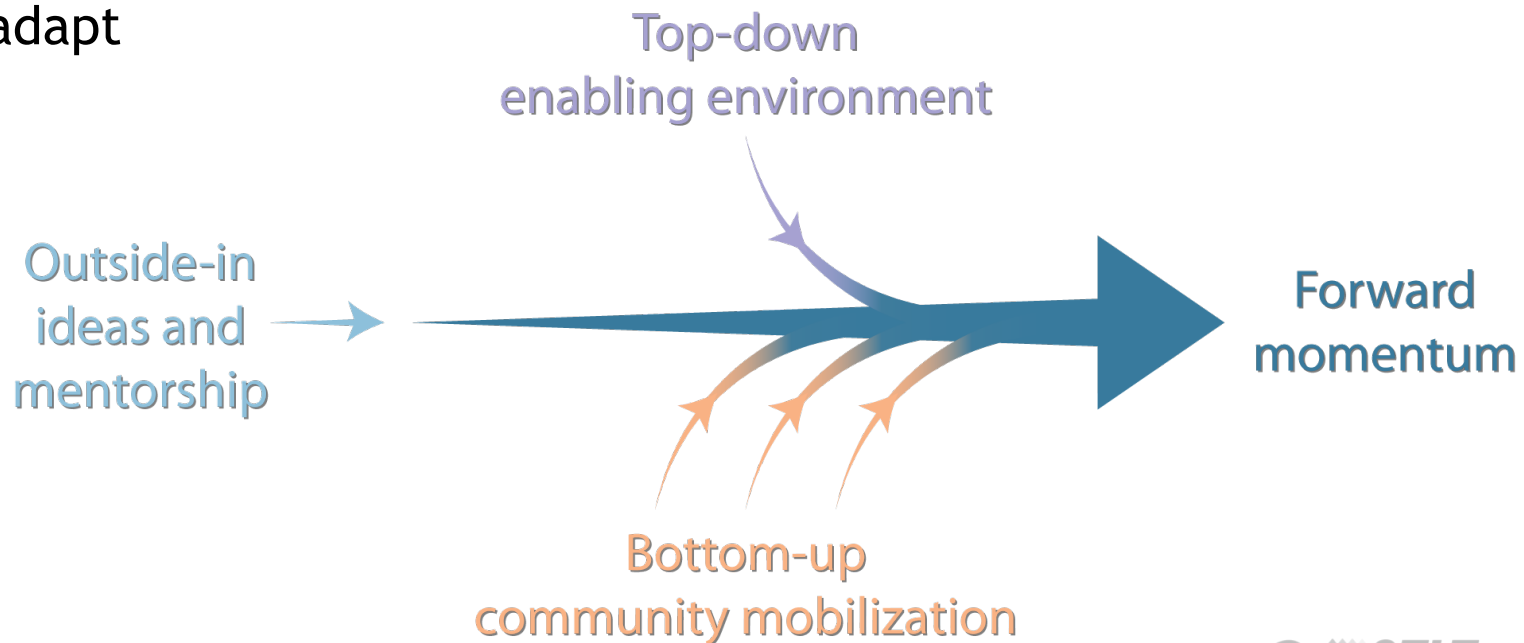
- Identify what is working, strengthen that
- One success leads to a next success
- Add successes to build momentum
- Don't focus on needs or try to fix failures

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