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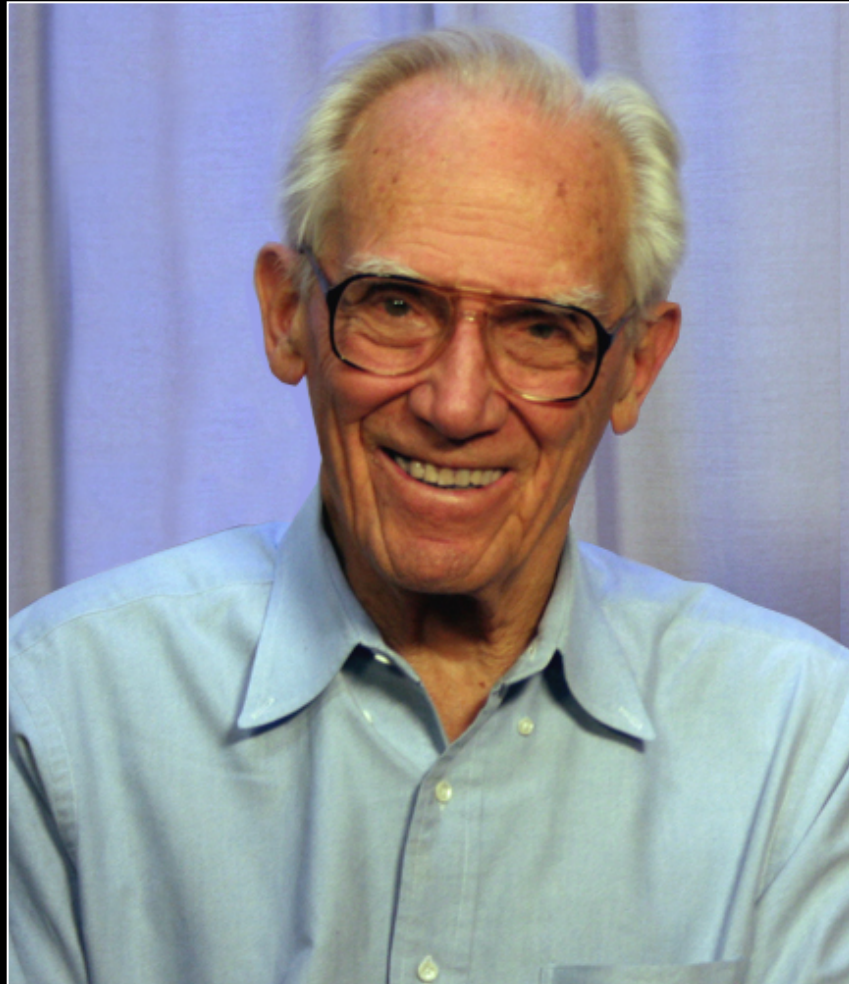
JOHNS HOPKINS  
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SCHOOL *of* PUBLIC HEALTH

## Section C: SEED-SCALE Methodology

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# Introduction by Carl Taylor, MD, MPH, DrPH



# Daniel Taylor, EdD



## Core Concept

- Start with a “seed” of human energy, an event the community sees as a success
- Grow that seed of human energy “to scale” so that:
  - Benefits expand to more people
  - Quality of life improves

# Community Resources

- Each community has different:
  - Financial resources
  - Natural resources
  - Powerful friends
  - Public and private infrastructure
  - Values and traditions
  - Leadership capabilities
  - Willingness to change
  
- Action must allow each community to use all its available resources

# One Universal Feature: Human Energy

- With human energy, there are no “haves” and “have-nots”
  - The poor and the wealthy both have human energy
- Communities can begin immediately to act
- Using whatever people and resources are available
- Using SEED-SCALE, actions grows more sophisticated as communities use the process

# Traditional Development Requires

- Resources (money, minerals, natural energy, production, etc.)
- Societal structures (safety and rule of law, political processes, leaders, physical infrastructure, communications, etc.)
- Social development (religion/values, education, health, food security, housing, etc.)
- All of above are needed
  - How to balance among them?
  - But what next to do?
- SEED-SCALE offers a process to answer these questions



# How SEED-SCALE Differs

	SEED-SCALE	Traditional Development
Key resource	Human energy	Money
Planning mindset	Growth in nature	Engineering a building
Planning process	Work plan=>budget	Budget=>work plan
Who does the work?	Three partners	Professionals
Primary stakeholder	Community	Donor who gives money
Approach	Build on success	Fix problem/meet needs
Guided by	Evidence	Power, opinions, and habit
Major outcome	Behavior change	Measurable results
Success evaluated by	Strengthen four principles	Budget compliance
Process	Iterative learning	Do it right the first time
Management mode	Mentoring	Control

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# Every Community Possesses Human Energy

- Most people's energies are spent on their jobs, families, and societal demands
- But a small portion of each person's energy can be allocated to change his or her circumstance
- Combining each small portion creates larger community change

# To Grow Seeds of Human Energy

- Must have four principles
- Using local work plans with seven tasks
- To go to scale requires three functions of scale
- Guiding energy to mature by five criteria