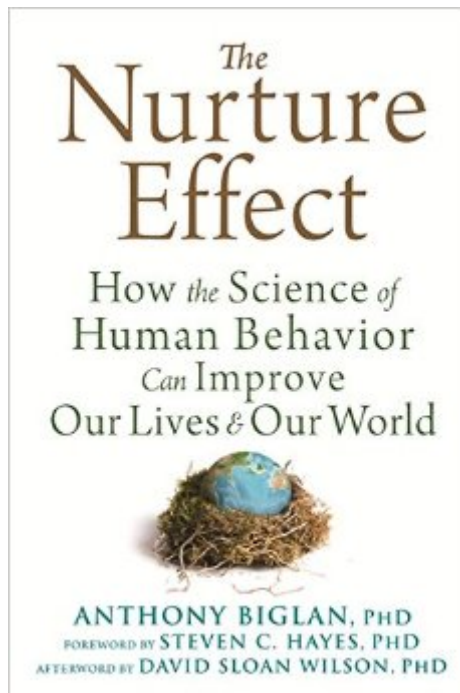


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The Nurture Effect: How The Science Of Human Behavior Can Improve Our Lives And Our World



Synopsis

A fascinating look at the evolution of behavioral science, the revolutionary way it's changing the way we live, and how nurturing environments can increase people's well-being in virtually every aspect of our society, from early childhood education to corporate practices. If you want to know how you can help create a better world, read this book. What if there were a way to prevent criminal behavior, mental illness, drug abuse, poverty, and violence? Written by behavioral scientist Tony Biglan, and based on his ongoing research at the Oregon Research Institute, *The Nurture Effect* offers evidence-based interventions that can prevent many of the psychological and behavioral problems that plague our society. For decades, behavioral scientists have investigated the role our environment plays in shaping who we are, and their research shows that we now have the power within our own hands to reduce violence, improve cognitive development in our children, increase levels of education and income, and even prevent future criminal behaviors. By cultivating a positive environment in all aspects of society—from the home, to the classroom, and beyond—we can ensure that young people arrive at adulthood with the skills, interests, assets, and habits needed to live healthy, happy, and productive lives. *The Nurture Effect* details over forty years of research in the behavioral sciences, as well as the author's own research. Biglan illustrates how his findings lay the framework for a model of societal change that has the potential to reverberate through all environments within society.

Book Information

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Customer Reviews

In the field of Prevention Science, Dr. Tony Biglan has been a household name for decades. His work has impacted many policies (in particular, tobacco legislation) and has been instrumental in raising the bar for what constitutes an evidence-based intervention. In recent years, Dr. Biglan has helped to define the core principles and practices underlying effectiveness of interventions designed to prevent behavioral problems. He has established that similar influences in our social environment contribute to a whole range of social ills, from risky behaviors (e.g., drug abuse, violence, school drop out, teen pregnancy) to medical conditions (e.g., diabetes, heart disease, cancer). These ills span all social boundaries but are particularly prevalent in lower income areas where environmental conditions tend to be essentially unhealthy, both from a psychological and physical standpoint. This book brings it all together in a way that is understandable and will be compelling to public and private sectors, broadly. Dr. Biglan translates scientific findings from many disciplines to shed light on the role of these prevailing conditions in behavioral and physical health problems, but goes many steps further. He outlines ways in which we, as individuals and professionals and as a society, can make a difference in the lives of children, teens and families to improve their chances for successful lives. These same principles can be applied to build communities and government agencies that are responsive to the science by systematically focusing on ameliorating those conditions that so negatively impact all our lives. In outlining the research, guiding principles and specific recommendations, this book is a must-read for all, regardless of one's station in life.

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