



SUSTAINABILITY PRIORITY **GUIDANCE**

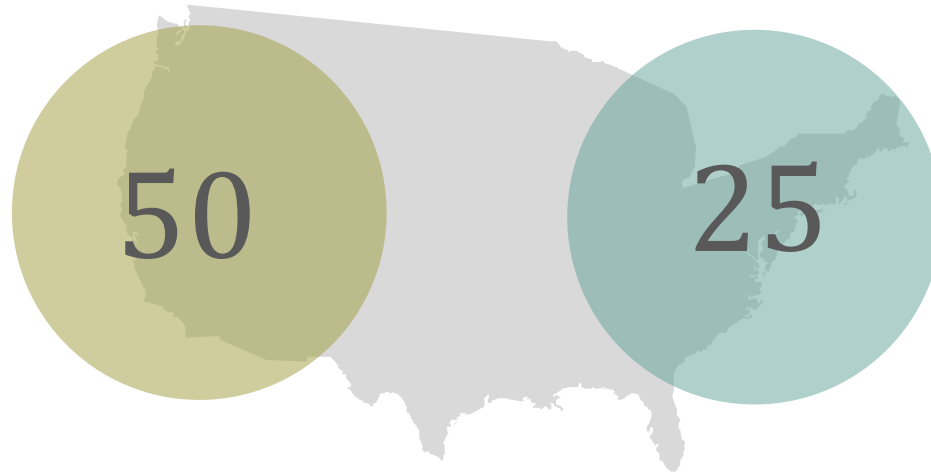


JETT is part of a growing preventative healthcare movement. A steep, linear epidemic of type 2 diabetes began in the late 1990s. Similar trends have occurred with obesity. **These trends have a high impact on the community** because personal wellness is the foundation of every type of sustainability including community sustainability, financial sustainability, and environmental sustainability. **All** types of sustainability depend on human behavior and wellness. For example, if the demand for beef from the Amazon basin increases, the forest is consumed to meet demand. The forest, however, is needed for food production because it stabilizes the climate and mitigates crop damage from extreme weather patterns. Changing our diets to a plant-based diet will likely do more to help the Amazon forest than other means. The Amazon is one of the best examples of how personal sustainability has strong ties to environmental sustainability.

In addition to the benefits a whole foods, plant-based diet has for the environment, it is the most important step we can take for our health. Diet research has converged and settled on the importance of portioning our dinner plates with at least 50-75% non-starchy veggies, including healthy fats and eliminating at least 90% of simple carbohydrates. If we take good care of ourselves in all aspects of physical and no-physical health, we're more likely to take care of everything else including the environment.

OVERALL GOAL = 50/25

Long-term sustainability is possible when at least 50% of the US population is involved in targeted, ongoing volunteerism).



At least 25% of the US population is involved in holistic personal wellness programs that increase personal sustainability and capacity

(wellness groups, mindfulness groups, women's groups, men's groups, recovery groups, other examples listed below).

WHAT IS THE FOUNDATION OF COMMUNITY SUSTAINABILITY?

Wellness:

Holistic preventative healthcare ultimately impacts every type of sustainability more than any other approach

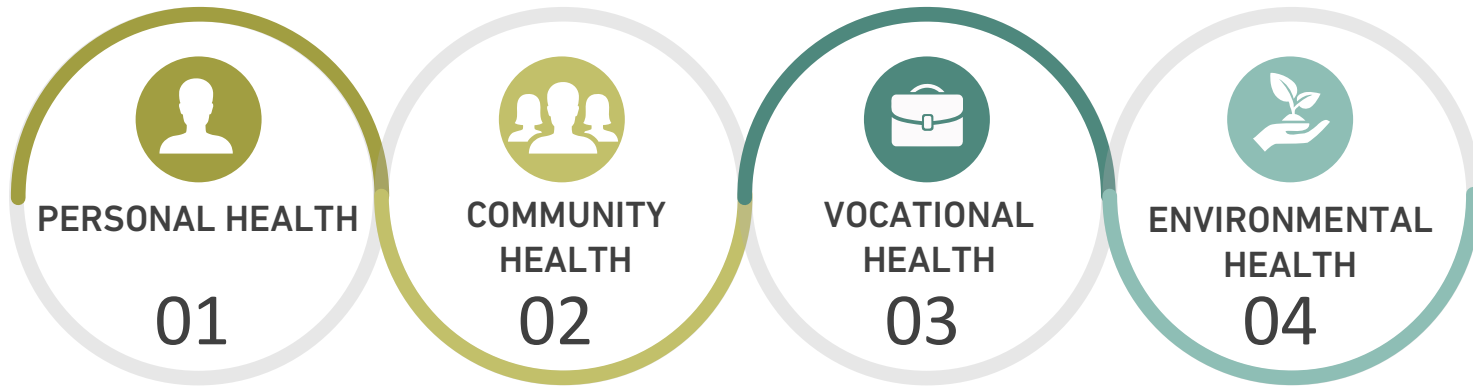
Community:

Use of talents, interests, skills, personality and experiences to impact the community positively.

Everyone has something to contribute.

Ref: Warren, R. (2012) Purpose Driven Life

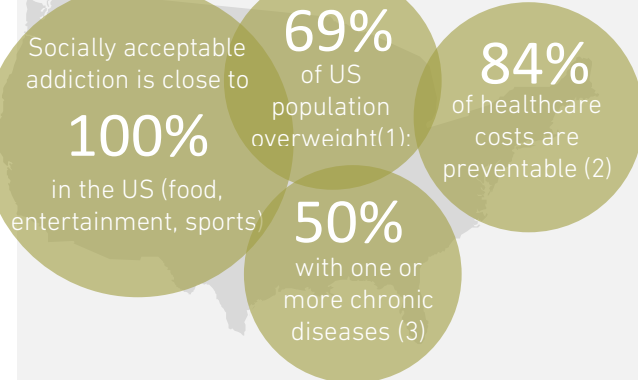
WHAT ARE THE SUSTAINABILITY PRIORITIES NEEDED FOR A VIABLE SUSTAINABILITY MOVEMENT?



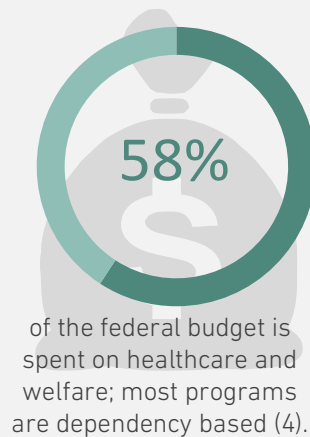
SCOPE OF NEED

PRIORITY SUSTAINABILITY NEEDS

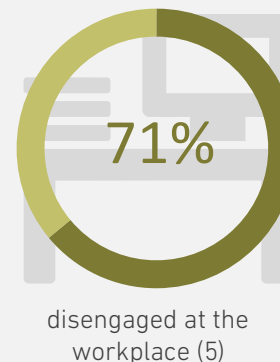
PERSONAL HEALTH



COMMUNITY HEALTH



VOCATIONAL HEALTH



ENVIRONMENTAL HEALTH



1. <https://www.niddk.nih.gov/health-information/health-statistics/Pages/overweight-obesity-statistics.aspx>

2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4638261/>

3. Menke, A., Casagrande, C, Geiss, L., & Cowie, C. Prevalence of and Trends in Diabetes Among Adults in the United States. JAMA. 2015;314(10):1021-1029. doi:10.1001/jama.2015.10029 Retrieved from <http://jama.jamanetwork.com/article.aspx?articleid=2434682>

4. Where Your Federal Tax Dollars Go. (2014, April 14). USA Today.

5. The High Cost of Disengaged Employees. (2002, Apr 15). Business Journal. Retrieved 2015, from

6. <https://www.scientificamerican.com/article/only-60-years-of-farming-left-if-soil-degradation-continues/>

7. Engelman, R. (2016) Six billion in Africa. Scientific American 314 (2) p. 58-63

8. BS Soares-Filho, et al. (2006) Modelling conservation in the Amazon basin. Nature 440 (7083), 520-523.



NETWORKING PROCESS

PURPOSE: to network organizations that through various local and national combinations can enable staff in all 7 areas of health according to their organizational expertise.

Who should join the 50/25 sustainability network:

People and organizations who can help people in any of the 7 areas of health according to their personal or organizational expertise. The 7 areas of health include: relational, emotional, mental, spiritual, physical, financial, and vocational health.

Local lead agencies:

- ▶ Prioritize areas of health in greatest need according to local agency data.
- ▶ Prioritize the local agencies that have the highest impact in the areas of greatest need.

Regional and national organizations:

- ▶ Partner with local organizations to support projects within priority sustainability areas
- ▶ Implement larger projects requiring the resources of a large organization or network of larger organizations according to sustainability priorities.

HOW DOES THE 50/25 SUSTAINABILITY NETWORK FUNCTION:

A 50/25 sustainability network functions through sustainability priorities, repetition, common networking method, and scalability.

50/25 goals require a national network of lead agencies in the 7 areas of health who cooperate because they are aware of sustainability priorities and the potential sustainability tipping points. Sustainability priorities enable cooperation through a common agenda.



SUSTAINABILITY PRIORITIES

50%

Targeted volunteerism: The U.S. has over 1 million non-profits including hundreds in priority sustainability areas, a doubling of the current volunteer rate is achievable. People can and will choose to volunteer when they clearly see:

- ▶ Benefits of volunteering to their own lives: Helping others helps us.
- ▶ Volunteering has a vital role in national and local sustainability for current and future generations.

25%

Involvement in holistic wellness programs is achievable when the variety of available programs is considered.

- ▶ Holistic wellness programs can function as recovery programs. The percent of the population who care about their health enough to be physically active is about 60%. Many active individuals can take the additional step toward including non-physical areas of health in their personal care. If people see non-physical areas of health as essential to their wellness, they will become open to participation in holistic recovery.
- ▶ There are a wide variety of other recovery-based programs that can help achieve holistic personal sustainability.



Community groups



Church groups



Wellness groups



Mindfulness groups



Men's groups



Women's groups



Recovery groups



REPETITION

A network of agencies can help ensure sufficient repetition for life change. People generally take a single improvement step or a few steps from any single wellness program even though the program may offer much more. People adopt healthy habits in response to repetition from a wide variety of sources. A network that is too small won't provide sufficient repetition from a wide enough variety of sources to initiate life change. A network of organizations helps people and communities change more than any one organization.



COMMON NETWORKING METHOD

Stanford's Collective Impact model in combination with the Intentional Living model developed by the John Maxwell Company. Collective Impact provides the guidelines for organizational collaboration and Intentional Living provides a model for making a daily difference in the lives of those in our community.



COLLECTIVE IMPACT SUMMARY

- ▶ **Common agenda:** Community sustainability
- ▶ **Shared measurement systems:** Sustainability metrics
- ▶ **Mutually reinforcing activities:** Sustainability networks
- ▶ **Continuous communication:** Sustainability networks
- ▶ **Backbone support organizations:** Sustainability networks
- ▶ **Effective decision-making:** Sustainability priorities



SCALABILITY

Individuals and organizations can benefit from sustainability priorities, strategies and networks. The number and type of individuals and organizations can expand indefinitely because sustainability priorities are based on fundamental human and environmental needs.



INTENTIONAL LIVING SUMMARY

- ▶ **People making a difference:** Everyone has interests, talents, resources, and experiences in sustainability priority areas.
- ▶ **Doing something that makes a difference:** Everyone can make a difference in and for the community in sustainability priority areas.
- ▶ **With people who make a difference:** Community sustainability is accomplished together through a network of organizations and communities
- ▶ **At a time that makes a difference:** Communities may begin to experience the consequences of sustainability tipping points within the next 30 years.





COMMON APPROACH

The common approach is the 50/25 strategy described in this pdf. It addresses the root cause of all sustainability issues: unsustainable human behavior.

The more people are involved in making a positive difference in their community according to sustainability priorities, the more sustainable it will become.

PRIORITIZATION Goals that are not prioritized according to sustainability needs will not likely create sufficient levels of sustainability.

FLEXIBILITY Within the overall sustainability priorities, individuals, groups and communities have wide flexibility in choosing where they make a sustainability impact. 50/25 sustainability priorities can fit into any collaborating organization's existing mission and vision because the priorities listed above are based on fundamental human and environmental needs.

ADAPTABILITY As sustainability metrics provide increasing clarity, some sustainability priorities may require increased emphasis and other areas may require decreased emphasis. For example, it is possible that large numbers of people may engage in wellness behaviors that preclude the need for excessive healthcare expenditures. These resources could then be directed towards a new number one sustainability priority.

4 BASIC SUBGOALS

- ▶ Establish a national network of organizations that agree on data-based sustainability priorities.
- ▶ Target volunteer activities of organizations in the network according to sustainability priorities.
- ▶ Increase volunteerism level to at least 50% in sustainability priority areas and generate a system for creating ongoing volunteerism
- ▶ Increase participation in personal recovery and capacity groups to 25% through sustainability priorities.

JETT'S ROLE IN NETWORKING AND COACHING FOR IMPLEMENTATION OF 50/25

TYPE 2 DIABETES TESTING AND ASSESSMENT:

Type 2 diabetes has become a major sustainability issue. About 50% of American adults have pre-diabetes or type 2 diabetes (1). JETT can help organizations get started with testing and assessment to bring awareness of how much diabetes is costing their organization and help reduce the cost of chronic diet-driven disease..

1. Menke, A., et al. Prevalence of and Trends in Diabetes Among Adults in the United States. JAMA. 2015;314(10):1021-1029. doi:10.1001/jama.2015.10029 Retrieved from <http://jama.jamanetwork.com/article.aspx?articleid=2434682>

CLIENT EXCHANGE is used to facilitate client wellness. JETT refers clients to provider organizations according to client need and provider organization expertise. A combination of wellness providers can help with different steps of the process of becoming healthier.

SUSTAINABILITY COACHING: JETT can help other organizations use their existing platform and skill base to impact sustainability by providing sustainability coaching and sustainability targets. Sustainability leadership groups provide a way for leaders to help other leaders through an idea exchange based on 21 Irrefutable Laws of Leadership and other leadership material.

What does it take for long-term sustainability to become a reality?

It takes everyone working together and doing their part to better their community. The more people get involved in helping the community, the more sustainable it will be. Sustainability includes supporting the work of other organizations. JETT is creating a sustainability network through sustainability coaching and the development of sustainability networking resources and tools.

Living in Reverse describes how reversal of diabetes and obesity can function as a central process in creating more sustainable lives and more sustainable communities. It is available on Amazon.

Everyone Needs Sustainability describes community service as a means of sustainability. In other words, it describes how everyone can make a difference that helps their community become more sustainable. It is available on Amazon.

Sustainability priorities can fit into any organizations existing framework, vision, and goals because sustainability priorities are already part of our lives. Sustainability priorities can then give new life and direction to the existing vision and goals a person or organization has by becoming a more formal and organized part of the vision. Sustainability priorities are an excellent guide for vision and goals. We all need to work together and sustainability priorities can provide the common agenda needed for collaboration.

If you or your organization is interested in the 50/25 community sustainability strategy, contact Ted Schierer at tschierer@jettphc.com to discuss your goals and needs.

JETT SUSTAINABILITY COACHING SERVICES

JETT can help you or your organization adjust your existing vision and goals to impact sustainability.

How can JETT help?

Increase personal and group awareness of how to make a sustainability impact through existing organizations and programs.

Challenge group members to use their own creativity and apply their skill and experience sets to create something better in the community than already exists (new programs, new initiatives, new organizations).

Increase collaboration with existing organizations that focus on sustainability targets of interest.

Facilitate an idea exchange to impact community sustainability through sustainability leadership groups.

HOW TO REQUEST SUSTAINABILITY COACHING SERVICES?

email Dr. Ted Schierer at: tschierer@jettphc.com

Ph: (515) 230-8253

