



J. Morris Hicks
Healthy You Network
The Fox Theater -- Tucson
September 21, 2013

Our Health -- Our Planet

Our Future as a Species

*The plant-based pathway to the long-term
sustainability of humanity*

The Story of Easter Island

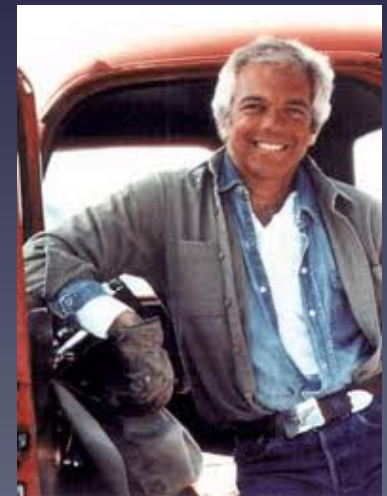




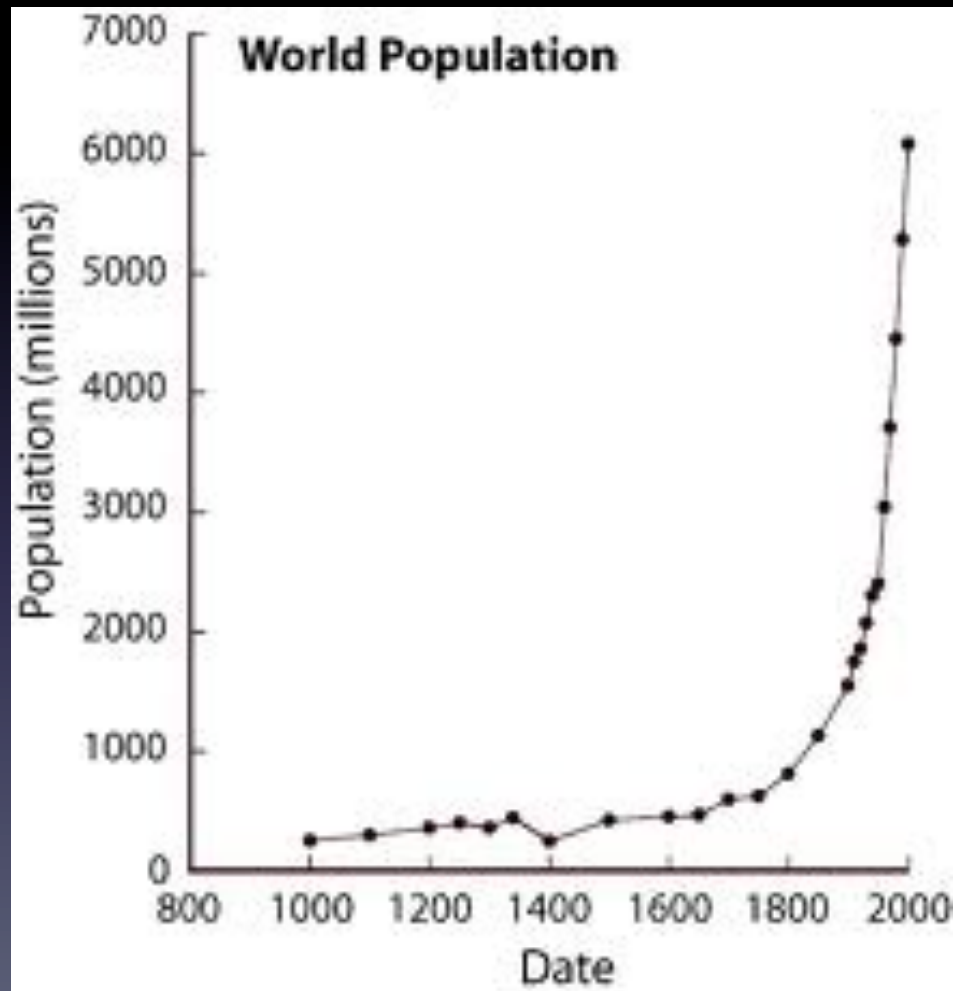
Our own “Easter Island”

“Big Picture”

1. Industrial Engineering
2. Corporate President
3. “Leadership” (Exec. Search)
4. 10,000 hours in food, health, environment, sustainability



Mere Blink of History







“If all mankind were to disappear, the world would regenerate back to the rich state of equilibrium that existed ten thousand years ago. If insects were to vanish, the environment would collapse into chaos.”

----E. O. Wilson

Problem #1---Too many PEOPLE



Problem #2---The Way We LIVE



The Way We LIVE – Part B



The Way We LIVE – Part C



Problem #3---The Way We EAT



Blinding Flash of the Obvious

"WHAT'S GOOD FOR YOU IS ALSO GOOD FOR OUR PLANET. HEART DISEASE AND DIABETES ARE COMPLETELY PREVENTABLE AND EVEN REVERSIBLE FOR MOST PEOPLE TODAY BY CHANGING DIET AND LIFESTYLE. THIS BOOK SHOWS YOU HOW."

—DEAN ORNISH, M.D., CLINICAL PROFESSOR OF MEDICINE, UC SAN FRANCISCO, AUTHOR, *THE SPECTRUM* AND *DR. DEAN ORNISH'S PROGRAM FOR REVERSING HEART DISEASE*

HEALTHY EATING **HEALTHY WORLD**

UNLEASHING THE POWER OF PLANT-BASED NUTRITION

J. MORRIS HICKS

WITH J. STANFIELD HICKS



FOREWORD BY

T. COLIN CAMPBELL, PHD

(*THE CHINA STUDY*)

AND NELSON CAMPBELL

"We're
Eating
the
Wrong
Food!"

Let's Look at Nature



What does she say about our diet?

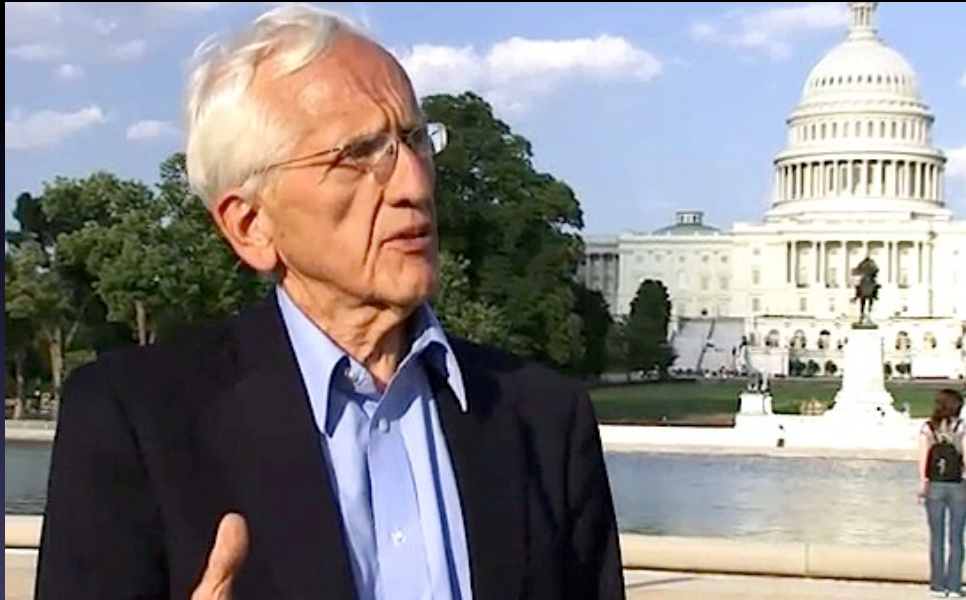


H³

*Promoting health, hope & harmony
on planet Earth*

hpjmh.com

T. Colin Campbell, PhD



Eric Westman, MD



Cornell University
Division of Nutritional Sciences



DukeMedicine

From my blog on July 1

- Do you breathe air?
- Do you drink water?
- Do you have sex?

My Top Ten Reasons for WFPB



Reason #1. DNA closest to human

Reason #2. Observing Healthy Cultures



Reason #3. Migrant Studies

Reason #4. Disease Reversal & Science



Reason #5



Clinton's weight loss secret: Plants

Source: CNN

Reason #6 --- Plants have PROTEIN



Reason #7 – United Nations

“A global shift towards a vegan diet is vital to save the world from hunger, fuel poverty and the worst impacts of climate change.”

UN report, June 2, 2010

Reason #8 – Albert Einstein

“Nothing will benefit human health and increase chances of survival for life on Earth as much as the evolution to a vegetarian diet.”

Reason #9 – 2013 Kaiser Report

“Physicians should consider recommending a plant-based diet to **ALL** their patients... encouraging whole, plant-based foods and discouraging meats, dairy products, and eggs as well as all refined and processed foods.”

Kaiser Permanente Spring Journal -- 2013

Reason #10 – Human Survival

“Shifting to a whole foods, plant-based diet will do more to ensure the long-term survival of our species than ALL other possible initiatives combined.”

J. Morris Hicks-- 2013

So if WFPB is the right food,
How do we get people to eat it?



*We start by making it attractive,
positive, simple & flexible.*



The closer we get to eating a diet of whole, plant-based foods, the better off we will be.

---T. Colin Campbell
PhD, Cornell University



- Focusing on what we **DO** eat
- **Not what we're avoiding**
- Implied "wiggle room"

Not necessarily vegetarian or vegan

The 4Leaf Mentality

- Making every bite count
- 100 trillion cells
- Replace every 10 years
- Ten trillion per year
- How many per bite?



100 million cells/bite



What if the Paleo people are right?

- It really doesn't matter
- A meat-based diet is grossly unsustainable
- How do we get billions of people to change?
- How do we influence them to eat MORE plants?
- Begin by helping them understand “THE BIG PICTURE” about our food choices.



It's all about finite resources



Finite amount of land



They starve to death

*If everyone ate the way
we do in the United
States, we'd need two
planet Earths to feed us
all. We only have ONE
and she is in trouble.*



Land dilemma is worsening...

Growing Population



Eroding Land



Most Precious Natural Resource



Where can we save the most water?

- A. Bathroom & Kitchen
- B. Car washing
- C. Watering lawns
- D. Swimming pools
- E. Eating more whole plants?

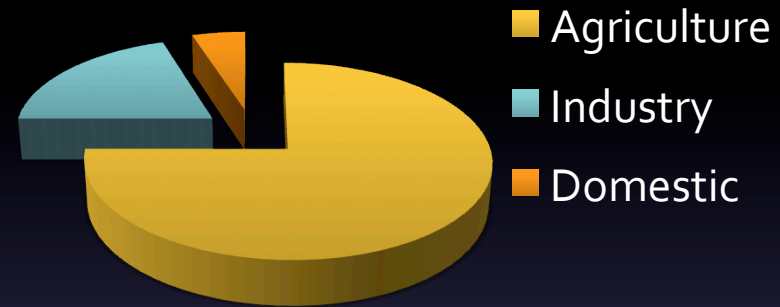
60 gal/lb



12,000 gal/lb



The “Big Picture” --- Water Usage in the USA



Bathroom & kitchen?
Washing cars?
Watering lawns?
Eating Plants! 15 to 1

Water Pollution

Animal Excrement--HUGE Problem



How big is your driveway?



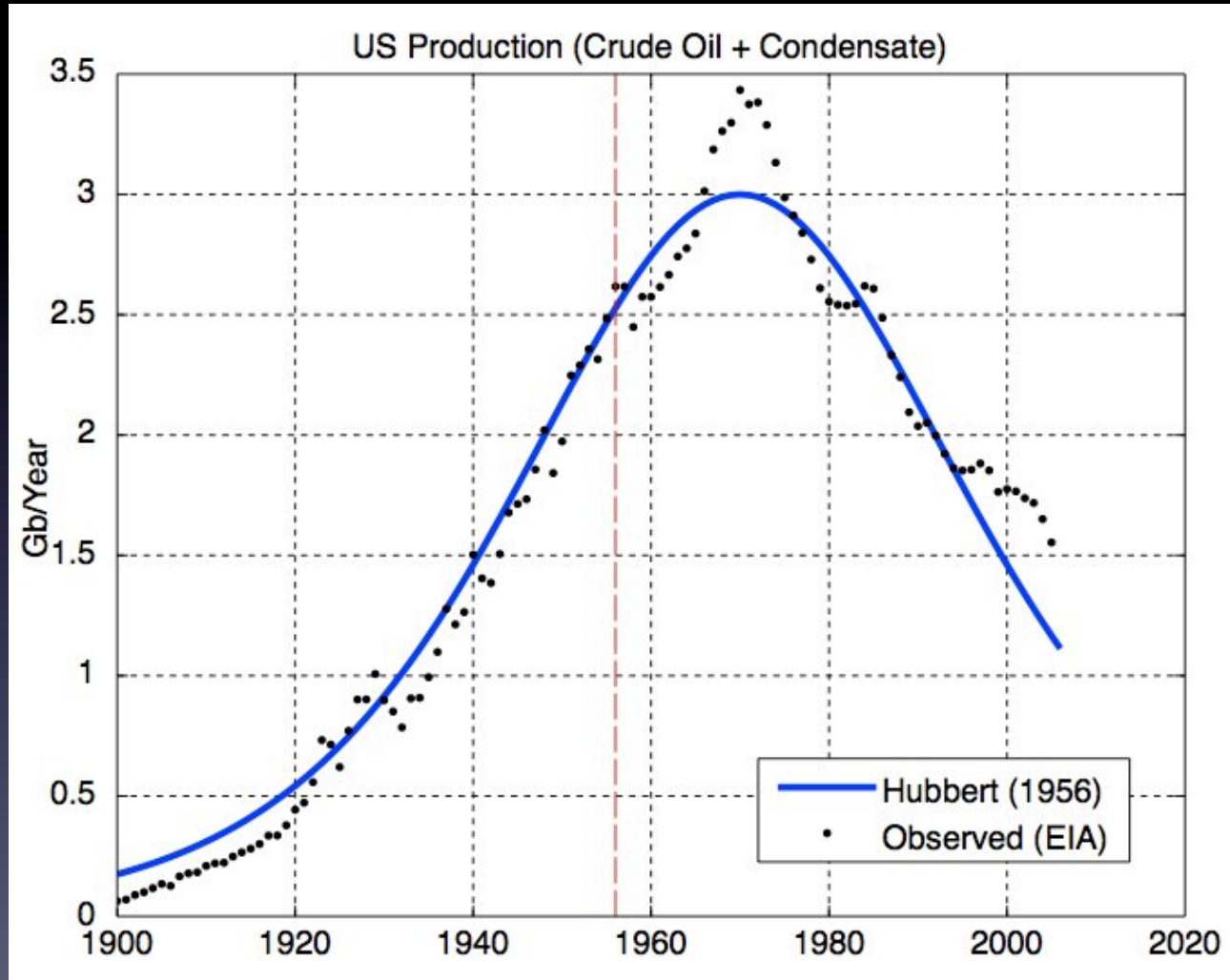
You better have a big driveway!



ENERGY. Finite supply of fossil fuels



USA --- Historical Production of Oil



Projected Energy Sources in 2020

Categories

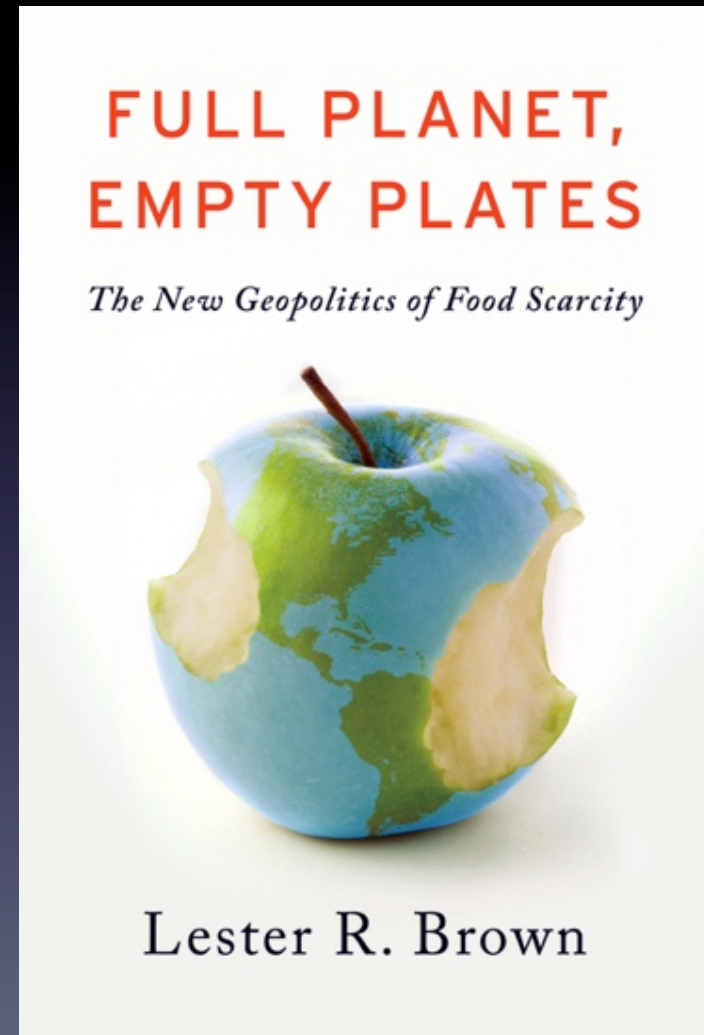
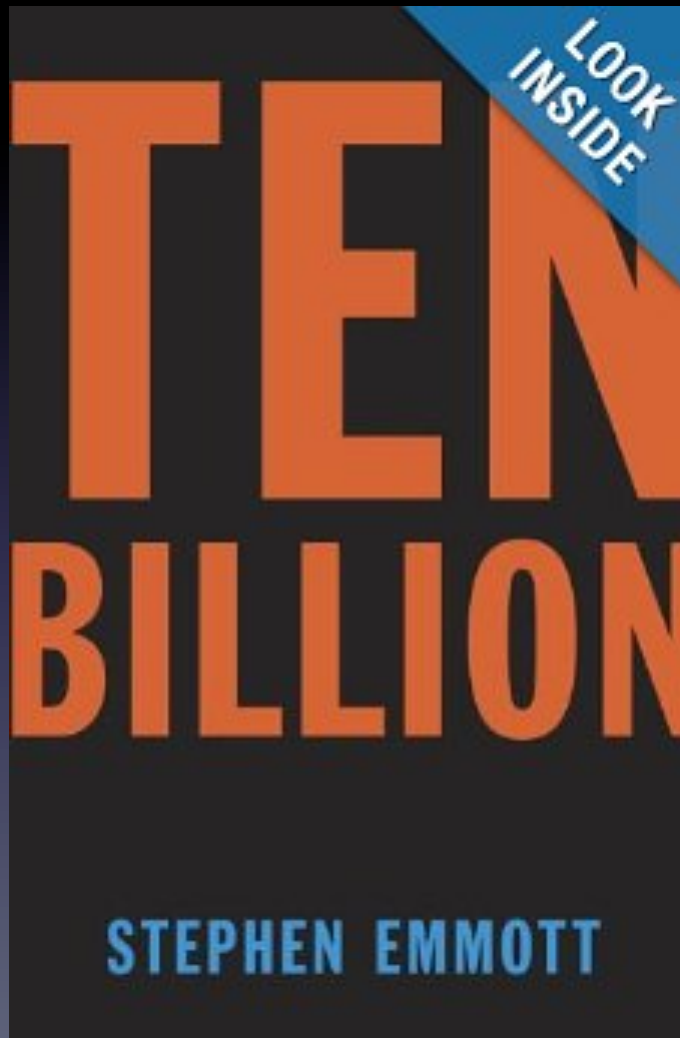


- Renewables
- Nuclear
- Fossil Fuels

Good News about High Fuel Prices

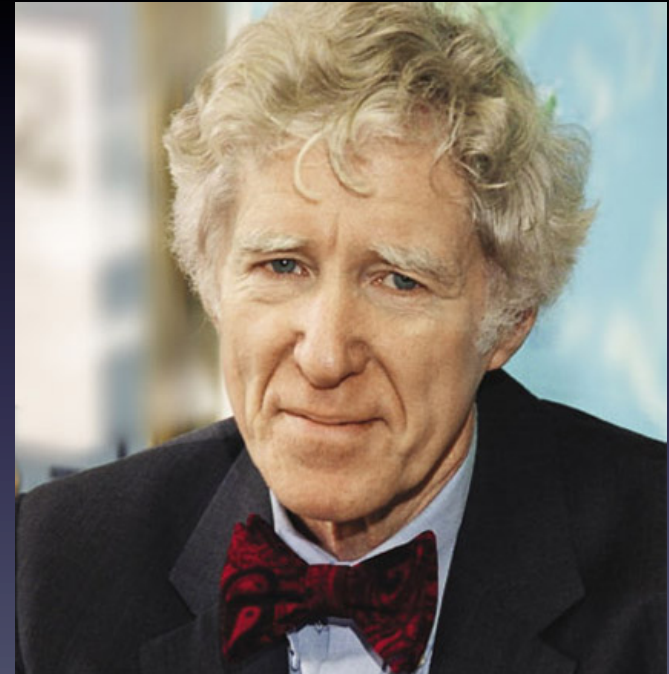


The S.O.S. Global Initiative



Lester Brown

The Problem. “In addition to some of the most severe soil erosion in human history, we are also facing newer trends such as the depletion of aquifers, the plateauing of grain yields in the more agriculturally advanced countries, and rising temperature.”



Lester Brown Conclusion

“We all have a stake in the future of civilization. Many of us have children. Some of us have grandchildren. We know what we have to do. It is up to you and me to do it.”

“Saving civilization is not a spectator sport.”

Stephen Emmott, PhD

Book Description. “Deforestation. Desertification. Species extinction. Global warming. Growing threats to food and water. These driving issues of our times are the result of one huge problem...

Us !”

Stephen Emmott

Only Solution. “We must change our behaviour, radically and globally, on every level. In short, we urgently need to consume less. A lot less. Radically less. And we need to conserve more. A lot more.”



“The promoters of the global economy...see nothing odd or difficult about unlimited economic growth or unlimited consumption in a limited world.”

---- Wendell Berry

Stephen Emmott Conclusion

“We can rightly call the situation we’re in an unprecedented emergency. We urgently need to do – and I mean actually do – something radical to avert a global catastrophe. But I don’t think we will...

I think we’re f - - - - d.”

Why do brilliant, highly educated thinkers like Stephen Emmott and Lester Brown not mention the “blinding flash of the obvious” solution to much of our doomsday dilemma?

Probably because they truly believe that we all “need” to eat some animal foods to be healthy.

“Protein Myth”

Colin and I are more optimistic.

- Plant-based pathway out of this mess
- We must have a PLAN
- Sponsorship, leadership, expertise and \$\$\$

A plant-based diet won't solve all our problems, but we believe it will get us more than halfway there.



SCIENTIFIC INTEGRITY FOR OPTIMAL HEALTH

Dr. Emmott's Asteroid Example

- Asteroid due to hit Earth on June 3, 2072
- Will wipe out 70% of all life
- "Governments worldwide would marshal the entire planet into unprecedented action. Every scientist, engineer, university and business in the world would be enlisted."



"We are in almost precisely that situation now, except that there isn't a specific date and there isn't an asteroid. The problem is us!"

Developing A PLAN

- **Goal.** Within ten years, “influence” the wealthiest one billion people to go from less than 10% to at least 60% of their calories from whole, plant-based foods.
- What do I mean by “influence?”
- Educate, Motivate and Legislate --- relentlessly!
- 3 billion people moving up the food chain...
- Why not try to get them to be 100% vegan?
- Which saves the most land, water & energy?



Educate * Motivate * Legislate

“Motivate” (one idea)

- Sent letter & book June 21
- **July 25.** "Dear Mr. Hicks, Mike Duke has forwarded your letter and book to me for review. Unfortunately, after considering our current needs and resources, we are not able to take advantage of your offer at this time. Our team will retain your company information for future consideration."
- Bill Clinton calls meeting with top ten employers (10 to 20 million people w/ families)



4Leaf Corporate Wellness



*The 4Leaf Vision
of a Whole New Ballgame*

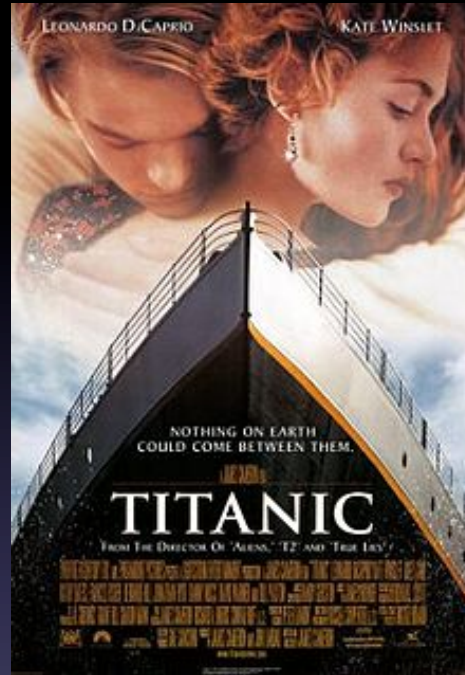
Must Have A PLAN --- S.O.S.

- “Asteroid” Type Project
- Sponsorship, leadership, expertise and money
- We start with sponsorship
- Knowledge, conviction, name recognition, and wealth



Sponsor? Someone like Oprah, Clinton, Bloomberg, Zuckerberg or Cameron

James Cameron



*"It's like we're all
sleepwalking off of a cliff."*

How do we engage our sponsor?

Aug 2: Called office; sent letter

Aug 9, 16 and 23: Followed up

Sept 5: Sent explicit letter

Sept 5: Responded 10 hours later

Sept 14: Meeting/dinner – Malibu

CERTAINTY. CLARITY. URGENCY. COMMITMENT.



SCIENTIFIC INTEGRITY FOR OPTIMAL HEALTH

Launching “Asteroid” Project

- Engage the sponsor
- Plan initial S.O.S. Summit
- Emmott and Brown
- Richard Oppenlander
- Campbell & Esselstyn
- Philip Wollen
- Peter Buffett
- Zuckerberg
- Oprah



Win-Win-Win



For our Health

For our Planet

For the Future of Our Species

Further, while annihilating heart disease, diabetes, and obesity, eliminating most cancer and slashing the cost of healthcare---we also curb global warming, ease the water crisis, end world hunger, conserve fossil fuels, save the oceans, rivers, aquifers & rain forests, and end the needless suffering of billions of animals.

Who could possibly not be thrilled?



- Not a "win" for everyone
- Budget considerations
- Billions, maybe trillions



Building Resolve to ACT

- Over 8 million animals killed
- 114,000 tons of grain fed to livestock
- 684 children starved to death
- 5,835 acres of rainforest destroyed
- 313 million pounds of poop USA
- Over 4 million tons of GHG dumped into atmosphere.



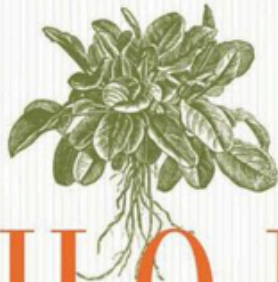
E. O. Wilson

“We should preserve every scrap of biodiversity as priceless while we learn to use it and come to understand what it means to humanity.”

“Destroying rainforest for economic gain is like burning a Renaissance painting to cook a meal.”

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"Whole makes a convincing case that modern nutrition's focus on single nutrients has led to mass confusion with tragic health consequences. Dr. Campbell's new paradigm will change the way we think about food and, in doing so, could improve the lives of millions of people and save billions of dollars in health care costs."

—BRIAN WENDEL, Creator and Executive Producer of *Forks Over Knives*



WHOLE

Rethinking the Science of Nutrition

Coauthor of international bestseller *The China Study*

T. COLIN CAMPBELL, PhD

with HOWARD JACOBSON, PhD

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“What we eat individually and collectively has repercussions far beyond our waistlines and our blood pressure readings.”

“No less than our future as a species hangs in the balance.”

Don't forget
Easter Island



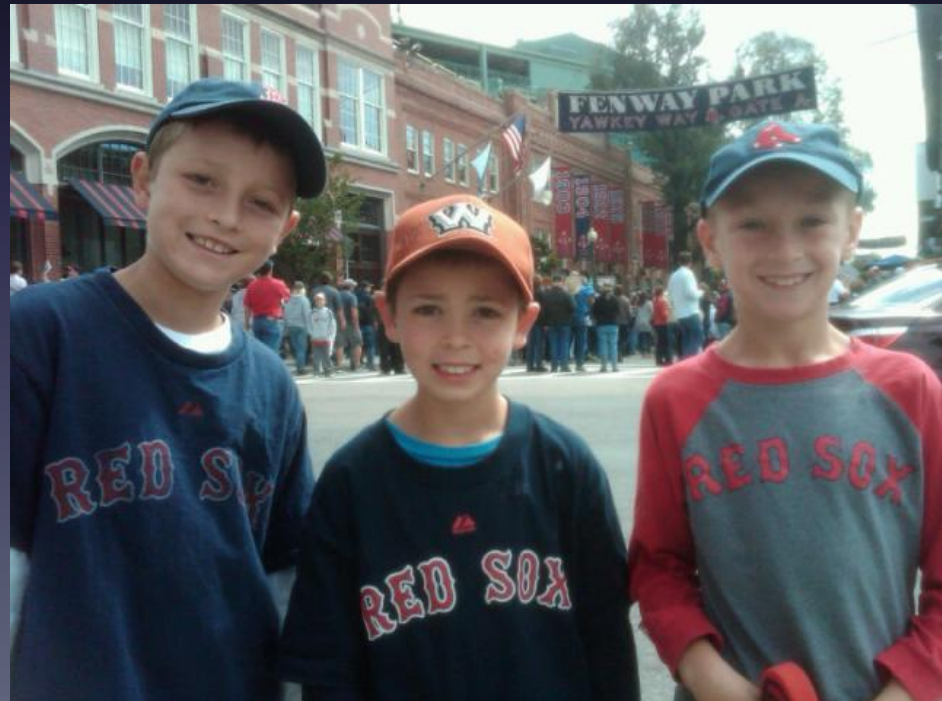
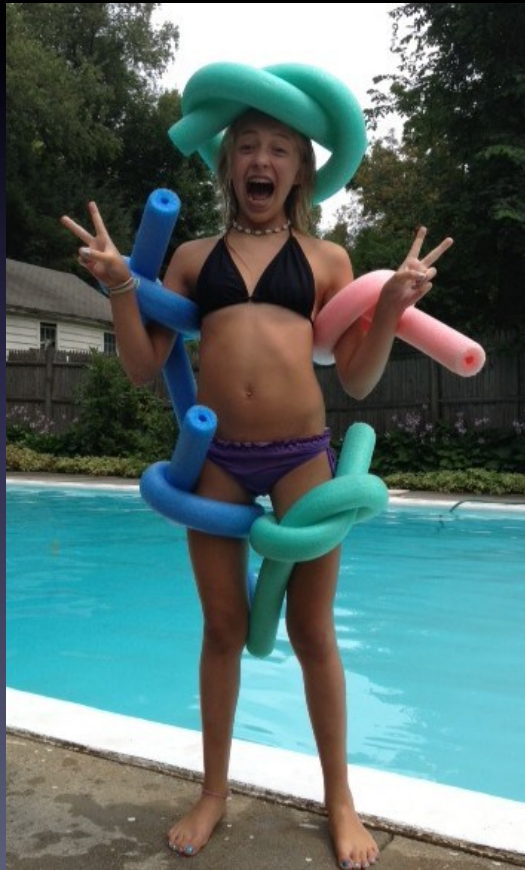
Do we have a chance?

Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has. — Margaret Mead

People who are crazy enough to think that they can change the world — are the ones who do.

— Steve Jobs

Like Lester Brown, I have
some skin in this game.





How important is this topic?

Blog and Website

hpjmh.com

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