

Food. Health. Planet. Our Future as a Species.

*The only viable pathway to the long-term
sustainability of humanity*



J. Morris Hicks

March 19, 2014

*The policy or action of using vigorous campaigning to
bring about political or social change*

NEWS---19 days in March

1. The entire Ukraine mess
2. Malaysia Airlines Flight 370
3. Human population swells by over 4 Million
4. Rainforest. Over 1 Million acres destroyed
5. Over 5 Billion animals tortured & killed
6. Over 5 Billion sea creatures killed

Everything is connected

When one tugs at a single thing in nature, he finds it attached to the rest of the world. — John Muir

Story of Easter Island



What's this got to do with psychology?

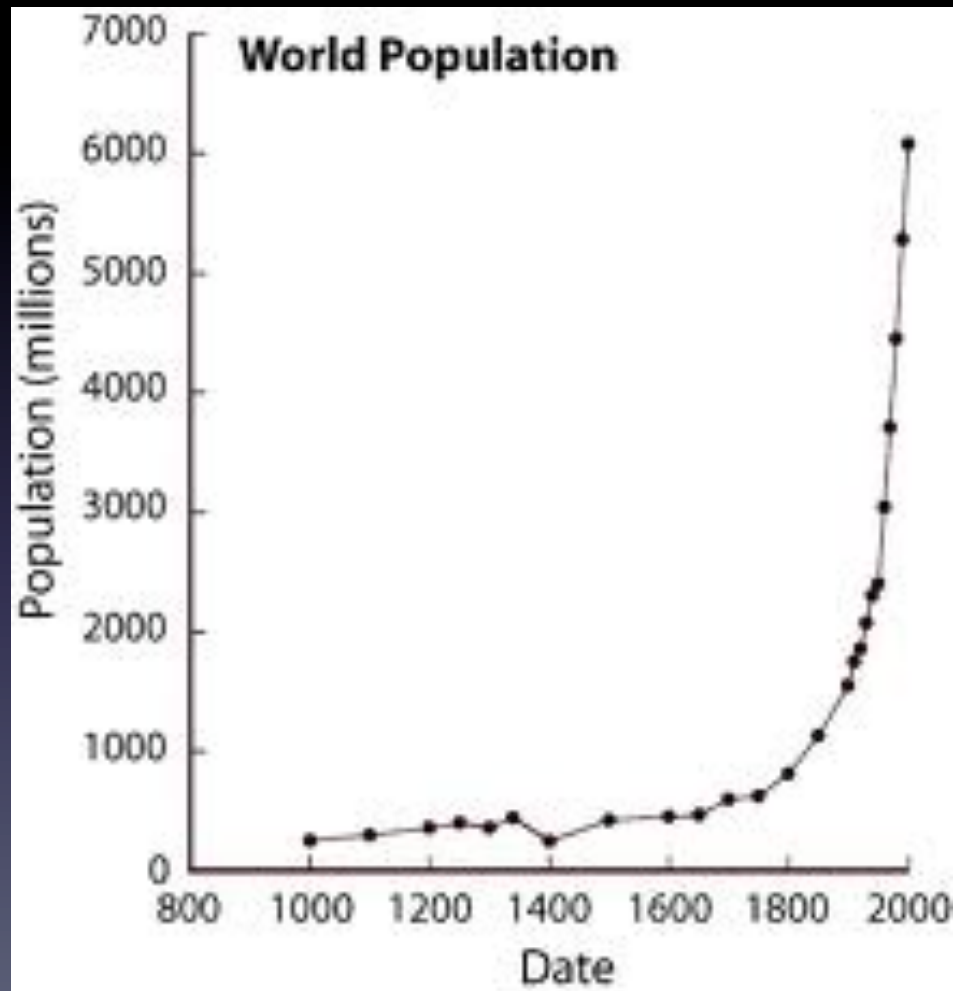
Psychology & Activism

“The mental and emotional factors governing a situation or activity.”



So what's the problem?

Remember Easter Island?







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



230,000 more people for dinner...

Growing Population



Eroding Land



Species extinction running 1,000 times normal rate

LAND---A finite resource

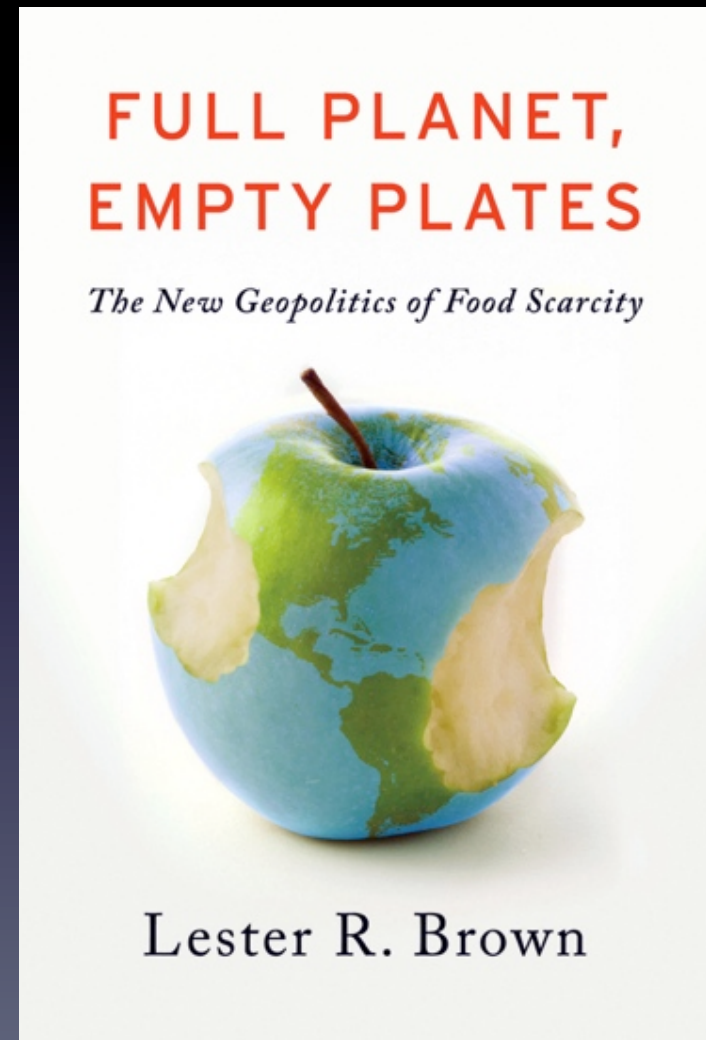


Punishment of the Innocent

*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.*



Unprecedented EMERGENCY

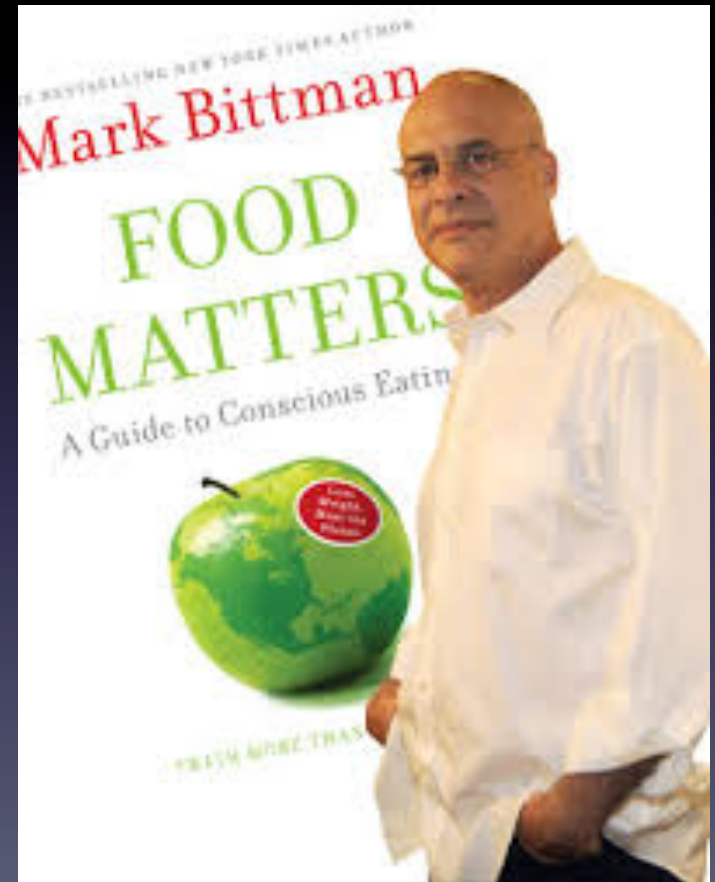


Emmott's "Ten Billion"

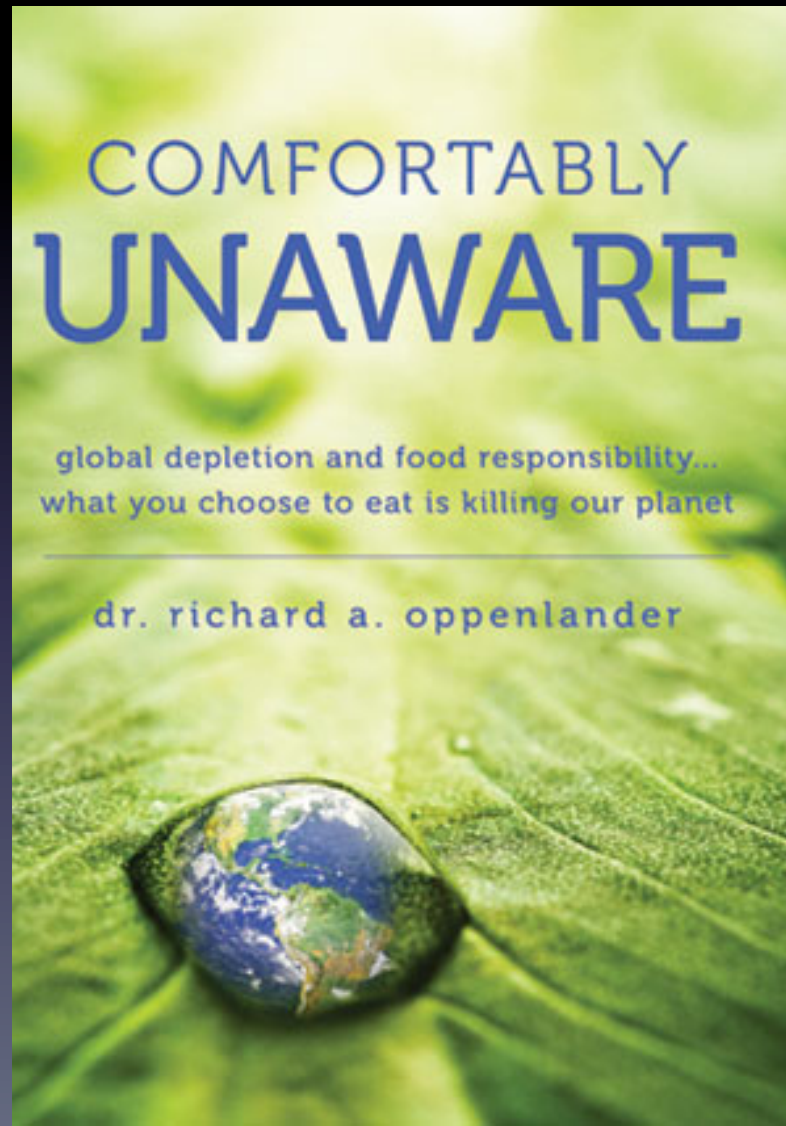
Book Description. Deforestation. Desertification. Species extinction. Global warming. Growing threats to food and water. These driving issues of our times are the result of one huge problem...

Us !

Our experts have failed us...



Most of our leaders & experts are



You can't handle the TRUTH!!!

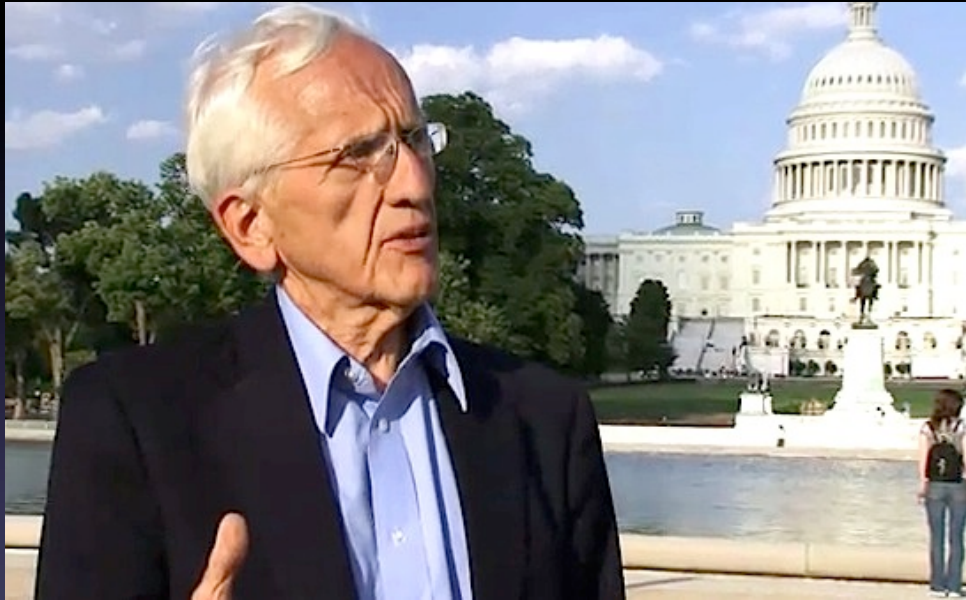


Others have also failed us.

- Schools of Nutrition
- Medical Profession
- Mainstream Scientists
- Elected Leaders
- Environmental Groups
- The “Protein Myth”



T. Colin Campbell, PhD



Eric Westman, MD



Cornell University
Division of Nutritional Sciences



DukeMedicine

Figuring out what to eat

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

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!"

Why should we eat plant-based?



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

More food-driven problems

1. #1 cause of water scarcity and pollution
2. #1 cause of soil erosion & deforestation
3. #1 cause of loss of species
4. #1 cause of chronic disease and cost of healthcare
5. #1 cause of world hunger
6. #1 cause of ocean dead zones
7. #1 cause of climate change

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.”



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.”



Educate * Motivate * Legislate

Reaching top 2 B people

1. Just five regions of the world
2. 72% of all beef, pork & chicken
3. 60% in the top three
4. Brazil and Russia rank 4 & 5
5. MASSIVE global awareness campaign





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

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
- Lots of money at stake
- Billions, maybe trillions

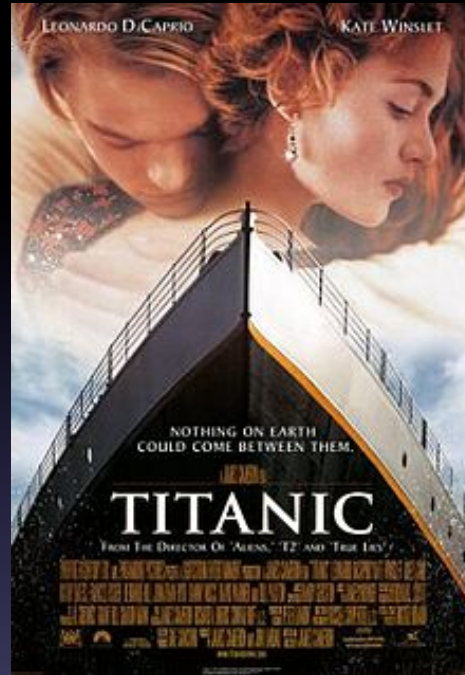


The Story of Easter Island



POWERFUL LEADERSHIP!

LEADERSHIP



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

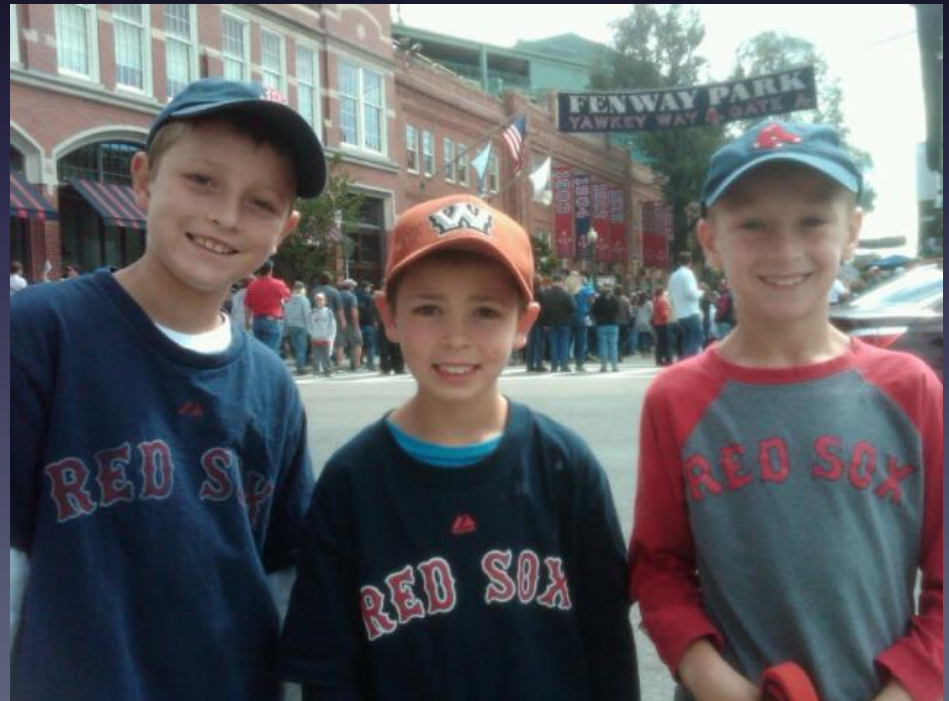
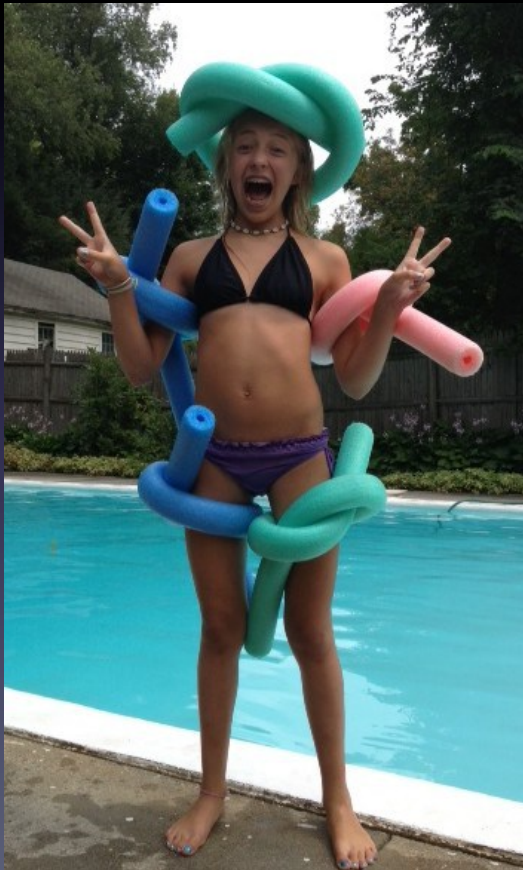
LEADERSHIP



Getting Philanthropy Right



How important
is this topic?



Homework Activism Kit



1. Read *TEN BILLION*
2. Read *Comfortably Unaware*
3. Watch *Forks Over Knives*
4. Read *Healthy Eating, Healthy World*
5. hpjmh.com -- Video Tab. Watch HOME
6. Still not an activist? Check your pulse?
7. Find me some audiences
8. We screwed things up on my watch....

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

Blog and Website

hpjmh.com

J. Morris (Jim) Hicks

jmorrishicks@me.com

917-399-9700



"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