

# Wellness Management

Your Guide to Practical Wellness

## the GREEN issue

be more GREEN at home, at work and in your community

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The title of this newsletter "Wellness Management" implies that by reading it, you will learn how to better manage wellness. In fact, that is our primary goal. Our promise is that Wellness Management will provide you with great tools to help you better manage wellness at home, at work, and in your community. Each issue will be focused on the application of wellness in those three important venues: Home, Work, and Community.

In connection with the theme of the

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upcoming National Wellness Conference in July, this issue is dedicated to Well Earth and Well People. Our guest authors have provided some excellent tools to help us be better stewards of the planet at home, at work and in the community. In addition, there is a provocative guest commentary on climate change called "Truth or Not: Isn't Now a Convenient Time?"

We invite you to read the issue, apply the tools and by all means, attend the conference in July.





*You can do simple things every single day that will have a big impact on the environment."*

# thinking GREEN at home

## Everyday Steps for Everyday People

by: Shanen Aranmór

Kermit the Frog once sang, "It's not easy being green" but what did he know? He was just a fuzzy green frog! The truth is that being green has never been easier, especially at home. So if you want to help the environment but don't have a lot of time... no problem. You can do simple things every single day that will have a big impact on the environment. To see a list of 140+ "Simple things" that you can do today, go to at [www.EverydayActivist.com](http://www.EverydayActivist.com).

What concerns do most people have about pitching in the help the environment?

Well, there are two common ones.

### 1. I don't consider myself an activist.

You don't have to be a card-carrying environmental activist to help improve the planet. The purpose of the EverydayActivist.com movement is to help everyday people learn how they can make a difference. Every person has the power to change things for the better in their own micro-environment. Imagine this. You are in a silent auditorium filled with people. When you begin clapping, the sound is small but it echoes throughout the room. Sooner or later, everyone in the whole auditorium will be clapping, and the sound will become so loud, that it might hurt your ears. Making small eco-friendly choices is like that. Each of us can become a force of change with very little effort.

### 2. Isn't it already too late to preserve the environment?

It's never too late to start changing things for the better.

The earth is constantly trying to heal itself from the damage humans do. The reason this healing process isn't working as well as it could, is that we consume natural resources and pollute the environment faster than the earth can recover. When we reduce our consumption and the amount of pollutants we create, the earth will be able to catch up and more fully regenerate. Working towards sustainable lifestyles will create a better, healthier environment for everyone, now and in the future. Read the essay by Dr. Jane Goodall, "My Four Reasons for Hope" at [www.janegoodall.org](http://www.janegoodall.org) to see that there is hope - and it lies within each one of us.

So do not listen to Kermit. You can be green! EverydayActivist.com can help. Here are some of the things you will find there.

**Learn how simple lifestyle changes can improve the environment!** From super-easy to more challenging, you will find things to do at home, work, and school as well as while driving, shopping, etc. Whenever possible, the measurable effects of each action are provided in dollars saved, pounds of carbon dioxide produced, etc.

**Track your impact!** E-mail this easy-to-understand information to your friends and family then watch the impact of your simple action. Using no personal identifying information (only zip codes), watch as your friends tell two friends, and they tell two friends, and so on. Each time someone passes along this eco-information, you can see what kind of power you have to (continues pg 3)

change the world! A map of the United States will appear and your effects will be mapped out before your very eyes!

**Links to other valuable information!** Find more information about specific global issues, legislative issues, local activist opportunities, companies on the "green list," and even "green" things to do on a rainy day!

As the name [www.EverydayActivist.com](http://www.EverydayActivist.com) implies, there is more to life than our impact on the environment. But when we make healthy and responsible choices in any area of our life, those choices are usually also good for the environment. For example, walking more burns more calories AND walking is a clean and green mode of transportation.

Remember, that the key to eco-change is to think simply and take small steps. You might be surprised when you start "Clapping" how quickly the whole auditorium will be filled with a thunderous ovation.

**Think green. It is easy.**

# the GREEN workplace

by Tehri Parker, Midwest Renewable Energy Association

Mainstream businesses across nearly every industry and demographic are investing in environmentally responsible products, services, and technologies. According to a 2007 Gallop poll, small businesses are leading the green workplace movement with roughly 47% already taking steps to become more environmentally responsible. But the big businesses aren't far behind. Over the last three years General Mills, Dell, General Electric, Wal-Mart, Coors, IBM and many more have announced, and initiated, green initiatives.

Employees are driving some of this change. For example, a 2007 Harris poll found that one third of American workers say that they would be more inclined to work for a green company. However, as fuel prices continue to rise and natural resources become increasingly scarce, more and more companies are "Going green" to improve their bottom line.

Here are some examples of how businesses, big and small, are reducing their environmental impacts, creating healthier work places, and boosting their profits.

**Cans, Bottles, Newspapers** - Studies indicate that the average U.S. company could recycle 50% of its current waste stream. Simply recycling glass and plastic at the average office can save a company up to 5% on its annual garbage hauling costs. For companies, like Delta Air Lines, who deal with disposable food service containers on a very large scale, recycling programs can have an even more significant impact. Last summer, Delta launched an on-board recycling program in a few of its hubs. During the first three months of the program, 60 tons of cans, newspapers, and bottles were recycled. The program was such a success that it will be



expanded to all U.S. flights by the end of 2008.

**Office Paper** - Roughly 70% of office garbage is waste paper that could be recycled, reused, or simply not generated in the first place. Setting printers to make double-sided copies and reusing the backs of single-sided copies as scrap paper has a potential savings 25-50% of annual paper costs. Sending internal memos via email can reduce paper costs by an additional 5%.

**Kitchen and Break Room Supplies** - Most offices have a break room stocked with disposable plates, plastic forks, and Styrofoam cups. Replacing these items with real plates, coffee mugs and silverware will have a one time cost of about \$5 per employee, but save the company and estimated \$10 -\$20 per year, per employee. Another option, which is being modeled by companies like Whole Foods, is to replace disposable food service items with biodegradable food service items. Last spring, Whole Foods replaced the plastic containers on its salad bar with ones made of sugar-cane waste. The plastic containers were destined to sit in landfills for thousands of years, while the new ones decompose in about 90 days.

**Phantom Loads** - Computers, copiers, fax machines, cell phone chargers, coffee makers, and every appliance that has a constant light on or plugs into a wall transformer uses electricity 24 hours a day, even after it has been turned off. This unnoticed use of power is called a phantom load. Phantom loads cost the U.S. approximately 4.5 billion dollars per year. Plugging these items into energy saving power strips, and turning them off each night, can reduce the energy costs of each device up to 73% per year.

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**Computers** - In 2006 the Environmental Protection Agency (EPA) created EPEAT, the Electronic Product Environmental Assessment Tool, which rates the "greenness" of computers based on criteria such as energy used and amount and types of plastics. The program has rated more than 600 computers from 23 companies. Early adopters of the certification include Apple, Dell, HP, and Lenovo. Companies can also "Green" their existing computer systems with two simple actions - set monitors to turn off after 20 minutes and set computers to go to standby after an hour. These two simple settings can reduce energy use by 25% per computer.

**Lighting** - Most office spaces still rely on incandescent bulbs for task lighting, desk lamps, and mood lighting in common areas. Replacing just one of these bulbs with an energy efficient compact fluorescent (CFL) bulb can have significant environmental and financial impacts. Incandescent bulbs use 75% more electricity to create the same lumens as a CFL, and last only 1/10 as long. The bottom line is - every incandescent bulb replaced with a comparable CFL will save a company an average of \$67 over the life of the bulb, and reduce carbon emissions by 1,000 pounds.

**Heating and Cooling** - Programmable thermostats can save an office up to 30% on their annual heating and cooling bills, just by adjusting the temperatures during off hours and weekends. Eni, Italy's largest power company, has taken this idea one step further, by asking workers to embrace "lighter and cooler" attire and raising their thermostats one degree Celsius during the summer. The result? Eni saved 217,000 kilowatts of electricity, and the carbon dioxide emissions equivalent to 140 employees taking public transportation for a year.

Companies big and small are learning that being sustainable is not only good for the environment and their public image, but that going green can also lead to a greener bottom line.

**Sources:**

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Midwest Renewable Energy Association, [www.the-mrea.org](http://www.the-mrea.org)  
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# thinking GREEN in the community

by Dana Bender

Thinking green at home is pretty easy. And it isn't really that difficult to think green at work either. Thinking green in your community might seem a bit more difficult. Working at the community level always means uniting with other people to achieve a common goal and that can seem scary - but it doesn't need to be scary. It can be quite simple...if you start small.

**First, it is important to define community.**

There are many different kinds of communities but the common denominator is that they include a group or groups of people united by a common goal, cause or place. So communities can exist anywhere. Perhaps the most common types are in neighborhoods, congregations, towns, or college campuses.

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**Second, it is important to realize that cooperation already exists in many communities to a large extent.** For example, members of neighborhoods mostly comply with rules and norms related to things like landscaping, yard maintenance or recycling. Members of congregations often silently assume roles of service when one of their members needs help. Members of campus communities also cooperate to achieve goals that serve a higher purpose. So thinking green in your community will be easier than you think. In this article, efforts to Think Green on a college campus are highlighted. These principles can be applied in any community of any size.

At Rowan University, a charming college community in the Northeastern corner of the United States, "Thinking Green" has created some great things. Here are the principles that drove the process.

**Start with leadership.** Rowan was the first university to sign the Presidents Climate Act in New Jersey. President Dr. Donald Farish of Rowan stated simply, "We must lead by example." Student action soon followed. Rowan now has an "R U Green?" campaign that involves small groups all across the university community. R U Green stands for Rowan United: Gathering Resources to Enhance the Environment Now. [Click here](#) (insert hyperlink) for more information.

**Start small.** Small efforts that focused on principles like recycling, conservation, and simple living were promoted in a variety of ways. And just like so many things in a community, when thought leaders started to speak up, people listened and followed. A social norm of recycling grew out of the efforts of one small group but it has diffused to many other groups. In addition to a norm of recycling, norms that encourage moderation and mindfulness have also appeared. At Rowan, these small efforts eventually laid the foundation for bigger actions.

**Be consistent.** At Rowan, the message was "lead by example." In order to lead, Rowan had to consistently keep reminding members of the community to think green. For example, the National Wellness Institute - Rowan Student Chapter hosted "Climate Challenge tables" each month in order to raise consciousness around green living. During these monthly events, information was disseminated to community members with the primary goal of helping people think green. The leaders of the Climate Challenge tables believe that their efforts helped the campus recycling team to get more recycling bins on campus. Most importantly, it appears that the usage of the recycle bins has increased over time.

### **Allow momentum to attract collaboration.**

The small efforts at Rowan created attention outside the Rowan community and collaborators soon stepped up.

The Glassboro Environment Organization and others recently joined with Rowan to sponsor an event called the "Focus the Nation Teach In." This event took place in communities all over the country. At Rowan, professors and professionals from the community hosted seminars on environmental issues throughout an entire day.

Another example of collaboration that flowed out of Green momentum is the upcoming "Green Fest" that will feature over 30 diverse professional organizations from the larger community each of which are leaders on environmental issues such as global warming, clean energy, conservation, sustainability, social justice, and green living.

**Focus on an ultimate goal.** Before community organizing, it is important to identify and consistently communicate an ultimate goal. The goal at Rowan was to take the next step in a move towards the use of clean energy. As a result of small actions, Rowan is moving in the right direction. Perhaps someday soon, a discussion about ways that Rowan can convert the campus to clean energy will be a natural conversation to have, and an idea whose time has come.

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# truth OR NOT.

by Troy B. Adams, Ph.D.

You have probably seen the documentary, "An Inconvenient Truth." In the movie, Al Gore provides a compelling argument for climate change. He presents several pieces of evidence which support the premise that the planet is warming up and that human activity is the primary culprit. Based on this premise, he projects various scenarios such as the spreading of malaria, increasingly powerful storms, and ultimately, a calamity of biblical proportions.

Climate change theory appears to have traction. Mr. Gore has many admirers. Case in point, he won a Nobel Prize.

## • Isn't Now a Convenient Time?

He also has many ardent followers. There are many groups and individuals who have signed on to the climate change movement and who are pushing for change in government, business, transportation, and the like. But as title of the documentary implies, the truth is rarely convenient so naturally, there has been opposition to the central tenets of his message.

This opposition warrants mention. According to a report published by the New York Times, there are scientists who express skepticism at the truth according to Mr. Gore.

Granted, scientific skepticism is nothing new. In fact, some scientists make their living by sewing, harvesting, and exporting skepticism. So, when the climate change skeptics speak up, their arguments are countered by climate change advocates. The fundamental argument against climate change skeptics is this: "you have a hidden agenda, so you are not credible." This message comes in different forms such as, "Big Oil has paid you off," or, "You have a certain political affiliation," or, "You do not have the research to back up your position." Essentially though, it is all the same argument; no credibility.

A reasonable person would probably conclude that some of these accusations are true for some skeptical scientists some of the time. But these accusations are unlikely be true for all scientists who express climate change skepticism all of the time. So what do the climate change skeptics believe?

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... *is it possible that climate change skeptics have a hidden agenda? Of course it is. And the inverse is probably also true.*”

First, like proponents of climate change theory, they believe that the planet is warming up. Similarly, most of these scientists also believe that it is important for all of us to "Think green." It is in the middle of this common ground where ideologies collide.

The primary ideological difference between climate change advocates and skeptics is that the skeptics present evidence that human activity is not the primary culprit behind rising global temperature. They cite data not available to nor used by Mr. Gore in his documentary, such as evidence of a similar pattern of increasing temperatures on Mars where human activity could not have been present.

Again, is it possible that climate change skeptics have a hidden agenda? Of course it is. And the inverse is probably also true. So in the tradition of equal time, ask this question. Is it possible that both supporters and skeptics of climate change theory might have hidden agendas? After all, there is a lot at stake in the climate change battle: research funding, position, power and prestige to name only a few. But the defense of the climate change scientist is the same as it is for the skeptics on the other side of the aisle: "some scientists may have a hidden agenda but certainly not all of the time."

Okay, so if there are scientists on both sides of this issue and if some of the scientists on both sides have hidden agendas, how do we know who is telling the truth? Is the planet getting warmer because of human activity or is it part of natural variation in global temperatures?

We may never get definitive answers to these questions even though we will probably get many peer-reviewed, referenced, long-winded opinions. Certainly, debate will produce more "Heat" than "Light" on the subject of climate change.

So is there another way? Maybe there is. Return for a moment to the common ground held by both the climate

change advocates and skeptics. First, the planet is getting warmer and second, "Green" is a good idea. Forget for a minute that the advocates and skeptics do not see eye to eye on the science and just focus on Green. Unification of underlying philosophy is probably too lofty a goal but "Thinking Green," might just be powerful enough create more unified action. Here are a couple of pretty decent models, one from two service organizations and one from a civic movement.

For nearly a century now, the Boy Scouts and Girls Scouts organizations have been teaching "environmental stewardship" in a variety of ways. Kids nearly always get what it means to respectfully treat the environment they share with others. And they understand why it is important. Kids get what it means to think globally and act locally and they are pretty good at doing it. So even though we may be pretty polarized with respect to the contrasting ideologies

above, doesn't it make sense to teach and practice good environmental stewardship? In this issue of Wellness Management, a fairly strong case is made for the economic benefits of thinking Green at work. So whether the motive is cost savings or conservation, teaching and practicing good environmental stewardship is the right thing to do.

Another example comes from Lady Bird Johnson. During the time when Americans were beginning to transverse the country by automobile a new problem reared its ugly head. Litter. Lady Bird Johnson loved the wild flowers of Texas and was profoundly moved to action by the litter she saw scattered among her precious blue bonnets. As a leader, she essentially asked citizens to find a reason not to litter. They listened and litter along roadsides, although it did not disappear, was dramatically reduced.

Perhaps this suggestion is overly simplistic, perhaps not. But good leaders set the vision then set the example by walking their talk.

As leaders in Wellness, let us ask, invite and implore the people with whom we work to Think Green. Use the tips and suggestions in this issue as a resource. Together, we can teach environmental stewardship to our constituents, peers and families. Our collective efforts can and will make a difference and we can do it without fighting over global temperatures.

## Keep it Green

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