

Behavioral/Culture Change Recommendations

This is a brief summary of some of the recommendations that were created surrounding how to get people to want to change, to want to be more sustainable. We did research around cognitive behavioral therapy and also used an article that discussed cultural change in government. Also as the Youth Commission we had extensive discussions on what we thought as youth would get people of all ages to change. These recommendations are a part of a twenty-seven page policy report on sustainability the Youth Commission created for the Board of County Commissioners as an assignment they gave us. This summary of our recommendations was created for you, the reader, to review and understand the recommendation around an area that you might be interested in. You can also obtain the full copy of the report by calling Elizabeth Hill at her extension 5133. Having the full report on hand can give you a fuller explanation of our reasoning and process for each recommendation.

Create opportunities for people to learn about sustainability.

- If people don't understand what sustainability and the different ways to be sustainable besides recycling then they won't be as receptive to the change.

Make sustainability awesome.

- You need to reach the young people and the way to do that is to make sustainability cool, trendy and awesome.

Get people to relate to sustainability personally.

- We need to make sustainability affect the people around us. They need to understand the importance and relate to it somehow personally.

Get to the kids, you get the parents.

- We believe that if you teach the children in school or in any situation you will get the parents. We need to start them at a young age. Also if they learn that there are different ways to be sustainable in elementary school they will carry that into adulthood.

Create green jobs.

- We recommend that you create new jobs that relate with sustainability. It's the new thing coming up and jobs in green building and other areas will be in high demand. We need to prepare people for that and we need to have jobs available in the county.
 - One of the specific recommendations concerning this is to have jail inmates and juvenile justice youth make bio-diesel as a choice of service. They would learn all of the basics in creating it and once they got out they would have viable job skills especially if the county converted its vehicles to bio-diesel. Heritage High School is already selling the bio-diesel they make to C-Tran.
 - A related idea is to have youth who are incarcerated in the juvenile justice system attend service learning courses about environmental sustainability and green industries as part of their school curriculum. When they rejoin the community, they have skills and knowledge that will help them compete in the new job market.