

INITIATIVES

ICA

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CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

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CHEESE FACTORY IN PERUVIAN BARRIO

Full employment for 12 people and part time for 20 may not sound like a "big deal" but add to that a community-owned business producing high quality, low cost cheese and place it in a barrio just south of Lima, Peru, and it becomes a crucial enterprise.

Villa El Salvador was founded in 1971 by a small group of families on a huge sand dune 15 miles south of Lima, and now numbers 300,000 people, many still living under straw mats with no water, electricity, etc. Here the ICA was requested, by the community, through the United Nations, to initiate a model small industry project to respond to 60% unemployment, and address the dismal situation of women's status and family nutrition.



Thirty ICA staff, many of them Peruvian, are now working in Peru. A planning consultation in the village of Azpitia initiated ICA's human development work in Peru in 1976 and today a training center in Azpitia trains people from many other villages in adjacent areas. This has been part of a strategy toward reversing the flood of people into urban barrios which has been happening at the rate of 5% of the nation's population each year. While continuing to work in the rural, it has also seemed to be imperative to introduce methods of self-help development into the urban. A contract with the United Nations Industrial Development Organization to develop the cheese factory in Villa El Salvador has allowed this to begin.

One market for the cheese will be the 200 "family kitchens" run by the Civil Federation of the Women of Villa El Salva-

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WEEK LONG BARRIO TOWN MEETING LINKS WEST-SIDE OF SANTA FE



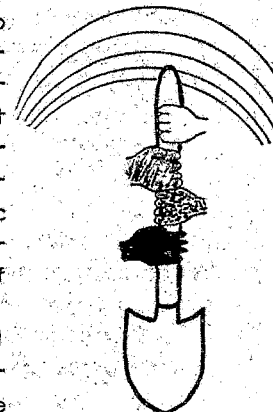
The community of Westside-Torreon has long formed an important part of Santa Fe, New Mexico, one of the oldest cities in the U.S. Historically, residents were farmers of alfalfa, corn, chile, and fruit. In

recent years, the prosperity and gentrification of Santa Fe has forced a situation of isolation and economic marginality upon the community. Thanks to a community-wide effort catalyzed by the Neighborhood Reinvestment Corporation (NRC), this process is now reversing.

ICA assisted with the Town Meeting process resulting in practical plans for a series of self-help actions in the community. A Neighborhood Housing Service Project, established by NRC, with a revolving loan fund for home improvements as its foundation will link the community to 200 other such projects nationally.

Eighty residents participated in the evening planning sessions with a smaller core group working with NRC and ICA staff during the days. They are now organizing to provide a regular community newsletter, a Help-Your Neighbor "Hit Squad" and home rehabilitations while researching local economic development possibilities with the help of city and state offices.

A powerful symbol of the community's resolve to win was the



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program highlights

SCHOOL GARDEN/NUTRITION EDUCATION IN SOUTHERN ARIZONA

Meals for Millions/Freedom from Hunger Foundation is in the third year of working with schools in the Tucson area and the Tohono O'odham (Papago) reservation. On March 22, the ICA facilitated a visioning workshop with 40 community leaders in Tucson resulting in practical images of how the continued growth and viability of the program will be ensured as Meals for Millions turns over direct responsibility to local people during the next 3 years.

PLUMAS COUNTY TOWN MEETING

Logging and environmental interests in Northern California's Plumas County do not frequently sit down to plan together.

However, in the midst of a March snowstorm, 125 residents gathered at the Community College for a county-wide Town Meeting. Proposals focused on the issues of an uncertain economic future and strained communication between the various interest groups.

It was a surprise for the participants to see they could begin to move through their differences toward a consensus.

DEVELOPMENT IS A PEOPLE PROCESS

Why?.....Because change is lasting where people create it with their own hands, their own minds, and their own hearts.

If.....This is an age of global interdependence,

And if.....Development happens in our neighborhoods, not just "out there,

How can we....Generate commitment to development as a people process?

One way is by providing new images and experiences that allow people to see what's working around the world and then to wrestle with how this informs their own situation.

SOME EXAMPLES

Lakewood High School, Denver - 100 students viewed "The World of Human Development: Focus on Latin America" video. Then thru facilitated conversation, they looked at the reality of their own neighborhoods. Common trends were identified and images began to shift from 'us helping them' and '1st world vs. 3rd world' to 'development can happen here' and 'each nation has its wholeness'.

Colorado Women: The Future is Ours - As part of this conference 50 Colorado women grounded the learnings from the Women's Conference in Nairobi last summer by relating these learnings to their own accomplishments in Colorado. It became clear to the group that their actions have national and international impact.

Garden Grove, Calif. - 32 Vietnamese and Rumanian Immigrants and their English teachers viewed the video "5th City: A Decisional City". These immigrants, struggling with loneliness and culture shock, welcomed the opportunity to reflect on what makes a healthy viable community. Their teachers have begun to incorporate images from this event into regular class conversations.

Phoenix and Albuquerque - 60 people in the Southwest have been introduced to the Machakos Village Development Game. This slideshow, role-playing, team-building simulation game takes players as volunteers to the villages of Machakos, Kenya. There they play to implement local projects and enable villages on the journey to self-sufficiency.

DEVELOPMENT EDUCATION PILOT IN ORANGE COUNTY

In Orange County, Calif. over the next 2 1/2 years the ICA will facilitate some 200 'awareness events' similar to the ones above, and some 20 in-depth weekend courses. We hope the hands-on, get-involved, you-do-the-thinking nature of the events will give people new images of, and experience with, the nuts and bolts of catalyzing long term, locally based, self-sustaining development.

Participating groups will include neighborhood associations, student groups, women's networks, churches and service clubs. Events and Courses and Games can be held with your group. Please call ICA for details.

METHODS FOR HUMAN DEVELOPMENT

Over the years, the Institute of Cultural Affairs has developed a variety of methods that have been and continue to be useful in the process of human development.

These methods are now being used in villages, corporations, religious orders, non-profit and community development organizations, by churches, students, managers and in a host of other places by a variety of people.

THE BASIC DISCUSSION METHOD

Every experience is a potential tool for reflection. The BASIC DISCUSSION METHOD is a progression of questions that take a group on a journey of consciousness. This method is also useful for reflecting on experiences such as a movie, a project site visit, a planning session, a work day, and many other situations.

The Discussion Method is a structure for effective communication. It is a process that can be used with individuals or groups. It can be used with questions or statements. It is a tool that enables concerned people to initiate and take part in productive dialogue.

WHY IS IT NEEDED?

Several difficulties are common when we try to communicate with others. Often we are asked (or ask others) to evaluate or judge something without all the facts. Or discussions that were held for a specific purpose remain so general that it is difficult to make a decision. Or, we ramble and talk around the subject without ever coming to a decision, leaving everyone unsettled and dissatisfied with the results.

It takes some study and practice to become skilled at using the DISCUSSION METHOD. But leaders soon find that they can lead group discussions that result in clearly stated ideas and well thought out conclusions. The DISCUSSION METHOD can become the basis for collecting data and ideas, giving out information, discussing tough issues, reporting on important decisions and events, or getting ready to do a problem-solving workshop with the team. It has many uses, including preparation of reports and presentations after the team has made decisions or recommendations.

HOW DOES THE METHOD WORK?

HOW DOES THE METHOD WORK?

The DISCUSSION METHOD is a series of questions that direct the thinking of the group or individual toward making a decision. It is sometimes called a "hierarchy" of questions because it uses a specific sequence every time. The discussion consists of questions which take people on a four-level journey from objective, reflective and interpretive to the decisional level.

A NATURAL THINKING PROCESS.

The DISCUSSION METHOD may seem awkward or uncomfortable at first. This is because the DISCUSSION METHOD follows a natural thinking process that is normally so unconscious and rapid that we do not even know it is going on. For the same reason, when it is introduced to a group, some people will find it too slow and relaxed, and others will complain it is too fast and aggressive. However, it is an effective and disciplined approach that will produce decisions based on the group's serious considerations of all the information. Teams get used to this method very quickly. As a matter of fact, team leaders find that after a short time the group will object if the DISCUSSION METHOD is forgotten and not used.

Training is available in all of these methods through your nearest ICA office. Also, Computer Paradigm, Inc., a small software house whose profits support Institute staff, has put 6 of these methods into an interactive program.

Other ICA-developed methods include:

Charting Material	Lecture Preparation
Community Consultation	Maneuver Building
Comprehensive Thinking	Seminar Preparation
Consensus Building	Geo-Social Analysis
Curriculum Designing	Strategic Planning
Event Orchestration	Workshop Leading

Order your questions very carefully so that a progression in consciousness takes place.

Types of Questions

- OBJECTIVE: GETTING THE FACTS.**
 Questions begin with what people see, hear, smell, taste.
- REFLECTIVE: EMOTIONS, FEELINGS, ASSOCIATIONS.**
 Questions illuminate people's emotional responses - what they feel toward something, whether it angers, excites, intrigues or frightens them, and what past associations they have.
- INTERPRETIVE: VALUES, MEANING, PURPOSE.**
 Questions highlight layers of meaning and purpose, the significance people attach to a subject, the story out of which they live.
- DECISIONAL: FUTURE RESOLVES**
 Questions allow people to choose a new conscious relationship and response to their situation.

	BASIC DISCUSSION METHOD APPLIED TO A MOVIE	BASIC DISCUSSION METHOD APPLIED TO A WORK DAY	BASIC DISCUSSION METHOD APPLIED TO A PROJECT SITE VISIT
O B J	What scenes do you remember? What lines do you recall? What music did you hear? Who were the characters? What events took place?	What were some events of this day? What got accomplished? What got said? Who were you working with?	What people did you see? What place did we visit? What activities were going on? What sounds did you hear? What was said to you?
R E F	What characters do you like? Dislike? Who did you identify with? Where did you laugh? Cry? When were you involved?	When were you having fun? When got most tired? Where was the best teamwork? When did tempers get short? What songs did you sing?	What spots would you like to visit again? Who would you like to talk to in more depth? What were you impressed by?
I N T	Who was the hero? What was his challenge? What symbols were used? What was this movie about?	What was the significance of this day? Why was this workday important? What is different because of this work we have done?	What other places did this remind you of? What story would you tell about this project? Why is it significant?
D E C	What other title would you give this movie? What would you like to say back to it? How are you different now?	What name would you give this day? How does it affect your anticipation of tomorrow? How has it changed us?	What will you say about this project to your friends? What would you title a newspaper article about it? How has it changed your views?

For information on training contact the ICA office nearest you.
 For information on how to obtain the PAX LEADERSHIP module for use on your micro-computer, contact Computer Paradigm, Inc. 1049 S. Magnolia Ave., LA, CA 90006 (213) 381-7156.

the planetary vision quest

The Planetary Vision Quest (June 27 - July 13), North America's Summer '86 research program, will bring together people from across the globe who have been working in very practical arenas of individual and social transformation. It will endeavor to pull together where we are in the whole planetization process today, and to articulate the profound individual and social vision we see emerging in relation to the future of the globe.

Three special weekend sessions will feature:

- * Dr. Marilyn Ferguson & Dr. Ray Gottlieb
--"Vision and Creative Service"
- * Dr. Fritjof Capra
--"Crises and Transformation:
Science and Society"
- * Dr. Jean Houston
--"Sacred Psychology and Human
Development"

Weekdays will be spent pulling together methods, tools and next steps in the planetization process, culminating in a declaration, expressed in many modes, of the groups common vision.

Full time participation is \$525. Weekend participation is \$210 per weekend.

For further information contact:

Planetary Vision Quest
4750 N. Sheridan Rd.
Chicago, IL 60640
(312) 769-6363

ECONET - A GLOBAL COMMUNICATIONS SYSTEM

Econet, a project of the Farallones Institute, is a global electronic communications system. Its intent is to provide a simple inexpensive means for organizations and people concerned with development and ecology to network and communicate effectively. Econet is available in 65 nations and 600 cities in the U.S.

Econet's services include bulletin board, conferencing and electronic mail. All this for \$15 a month. Private mail is available for 25 cents per message. It is a menu driven system, and in most locations

(continued on next column)

(Econet - continued)

can be connected to a local phone line. Participants can see who else is on the network, check the bulletin board, send a message, and call up a conference and offer comments.

The ICA network of staff and colleagues are currently experimenting with Econet in order to judge its effectiveness.

New users are encouraged to link up, and ECONET is currently offering an initial free month of service. For further information write:

Econet
c/o Farallones Institute
15290 Coleman Valley Rd.
Occidental, Ca. 95465



NEW EDUCATIONAL FRONTIERS

Atlanta, Georgia will host the Teacher's Institute in Imaginal Education. Two, three week sessions will be offered June 23 - July 11 and July 14 - August 1. The sessions will be conducted in conjunction with the Atlanta Adventure, a demonstration summer enrichment program for children ages 4 to 7. This will give the participants opportunity to practically apply the theory and methods of Imaginal Education.

Imaginal Education is a whole brain process of teaching and learning that maximizes both the power of both the intuitive and rational modes of thinking.

The course is designed for undergraduates, graduates, and teachers seeking recertification credit. Persons considering becoming international volunteers with the ICA will find the sessions an excellent opportunity for orientation.

The sessions will draw on a think-tank on current learnings and innovations in education held recently in Seattle. ICA staff and colleagues met with Dee Dickinson, founder of New Horizons for Learning; Michelle Gabriel, founder of Young Story Tellers for Peace; Rita Smith, 1985's National Teacher of the Year; and Mikki McKisson, educational consultant. The result was a fresh screen for discerning adaptations in the Imaginal Education seminars.

(Cheese Factory - continued)

dor" for the purpose of dealing with basic community issues of hunger, education, health, etc. They will purchase 200 kilograms of cheese each week as a protein substitute for meat, which they cannot afford. The building is complete, equipment is on order and production is expected to begin this month. Staff are currently searching for funds for the rapid replication of other small industries across Villa El Salvador and to other barrios.

Note: A video is available on ICA's work in Latin America for groups interested in self-help development. Contact the closest ICA office for information.

(Barrio Town Meeting - continued)

total transformation of a run-down corner lot at the entrance to the community. It became a beautiful park with trees planted, railroad ties marking boundaries and walkways and a refurbished basket ball court. All was accomplished in a one-day work day!

NRC's willingness to risk a new project-launch approach resulted in many learnings for the ICA, NRC and the community in effective collaboration.

* NEW VIDEO AVAILABLE !!! *

* The People vs. Hunger: Africa (13 min) *

The Institute of Cultural Affairs is a private, voluntary, non-profit organization with offices in 34 nations. Whether in a Calcutta slum, a drought-stricken African village or in urban America, the task is fundamentally the same. Within the multitude of programs, the ICA is undertaking around the world, there is a single common thread -- THE DESIRE TO RELEASE THE CREATIVITY OF PEOPLE THAT ALLOWS THEM TO HELP SHAPE THEIR OWN DESTINY.

Since the staff is voluntary, 100% of all contributions go directly to support the program. Seventy percent of North American ICA support comes from individuals and the rest comes from religious and service organizations, program revenue, government, companies and foundation. Your help is needed. Send your tax-deductible contribution to the Institute office nearest you.

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