



A Monthly e-Newsletter From:

 Institute for Alternative Futures

September 2007

In This Issue

[IAF Senior Futurist Speaks on Obesity to the Southern Governors Association](#)

[Transformations in Air Travel in 2020](#)

[Mind Change on Climate Change in Florida](#)

[Arlyn Rivera Elizée Joins the DRA Project](#)

[IAF Welcomes a New Slate of Interns](#)

Trends And Insights

IAF Senior Futurist Speaks on Obesity to the Southern Governors' Association

IAF Senior Futurist Bill Rowley drew national attention to the obesity epidemic with his forecast to the Southern Governors Association that more than half the residents of Mississippi will be obese by 2015.

Rowley joined former Arkansas Governor Mike Huckabee in outlining the extent of the problem of obesity in the south at the governors meeting August 25th in Biloxi, Mississippi. Rowley used his forecast to make the case that conventional wisdom cannot solve the problem and a mind change is required to tackle the epidemic of obesity.

"Healthcare cannot solve the problem," says Dr. Rowley. "The only effective solution is to change the minds of both individuals and society. Individuals must change their minds about obesity to change their behaviors and ultimately change their bodies. But they cannot do it alone. Society needs to change its collective mind. Individuals can be successful only if we as a society change the elements of our culture that encourage obesity and modify the obesogenic environment we live in."

The prevalence of obesity has grown dramatically over the last fifteen years. Nowhere has this been more evident than in the south, and in particular, the state of Mississippi. By 2025, Rowley said there will be more than half a million Mississippians with diabetes costing the

state's employers and citizens a staggering \$4.1 billion. The current state budget for Mississippi is only \$4.4 billion.

You can learn more about the obesity epidemic in Mississippi, and nationwide in two recent articles featuring forecasts and commentary by Dr. Rowley. MSNBC.com looks at the link between poverty and obesity in the south [here](#) and Forbes looks at the personal quest of former governor and presidential candidate Mike Huckabee in this [article](#).

Transformations in Air Travel in 2020

Anyone who has traveled recently has experienced the frustration of navigating through the overcrowded terminals and security lines in the nation's major airports. Yet in 2006, the U.S. air travel system handled only 741 million passengers. By 2020, that number is forecast to grow to 1.7 billion passengers.

"The current centrally controlled hub-and-spoke system is ill designed to handle these increases in traffic," observes IAF Senior Associate Jay Herson. "The only way to handle the growing number of air passengers is to embrace greater efficiency through the use of technology and market forces." Dr. Herson explored the path forward to a new future for air travel in the recent 2007 World Futures Society Conference volume: *Hopes and Visions for the 21st Century*.

Two future technological developments have the potential to transform the hub-and-spoke system to a more decentralized system. Future routing systems will take advantage of smaller jets and regional airports. Satellite navigation will make the use of smaller jets and regional airports possible for large numbers of flights by enabling more efficient point-to-point travel. As-needed point-to-point flights will create more efficient use of fuel, jets, airport staff, airline staff and ground control agents.

Europe and Asia will embrace these changes and will be open to competition in international travel by 2020. European countries, followed by leading countries in Asia, will enter into bilateral agreements that remove restrictions on which airlines can operate inside a national market. Airlines from different countries will be able to pick up passengers inside national markets and take them to destinations both national and international. Lifting the restrictions for foreign airlines will create more competition for international flights and lower costs for passengers.

Security screening will also be much quicker and responsive in 2020. The current ordeal of airport security screening will be a thing of the past, as non-invasive biometric scanners combined with improvements in computerized imaging will make it easier and less labor intensive to screen passengers before flights.

In 2020, passengers will be able to enter into their computer a preferred date and time for travel for both national and international flights. The passenger will have a seat reserved through a major hub, but if there are enough passengers traveling the same route, a direct flight on a smaller jet to a closer, local airport will be arranged. On the back end, the management systems will coordinate staffing, flights and plans for the direct point to point regional flight. A variety of options will be available for baggage handling as multiple companies compete for business based on price and value added services like office or hotel delivery.

"Air travel in 2020 will be more efficient and eliminate or minimize many of the problems that passengers and airlines encounter today," forecasts Dr. Herson. "The improvements will introduce new problems, more choices among routes, and more carriers and baggage handlers to consider, many offered by new small companies. These changes will generate creative destruction in the market as many legacy carriers are shut down to make way for newer entrepreneurial competitors."

Mind Change on Climate Change in Florida

Florida Governor Charlie Crist recently moved Florida into the forefront of states responding to the challenge of climate change. In July, he held a "Climate Summit" that concluded with the signing of three executive orders directing cuts in Florida's greenhouse gas emissions and increases in energy efficiency.

Crist credits the work of the Century Commission for a Sustainable Florida as one of the main factors that led him to change the state's policies. In January, IAF Senior Fellow Bob Olson and IAF Founder and Chairman of the Board Clem Bezold presented IAF's report on *Climate Change, Sustainability & the Next Technology Revolution* to the Century Commission. IAF highlighted the potential impacts climate change could have on Florida over the century ahead, described emerging technologies the state might consider to reduce greenhouse gas emissions, and outlined policies other states are adopting to reduce those emissions.

The Commission decided at that meeting to aggressively encourage the State to meet this challenge. Rick Baker, the chairman of the commission, and other commission leaders met with Crist on his first day at work after his inauguration.

The governor's executive orders will require state agencies to measure greenhouse gas emissions and develop a Governmental Carbon Scorecard. Then, the state government will work to reduce emissions 10 percent by 2012, 25 percent by 2017, and 40 percent by 2025. To achieve that goal, new state buildings will be required to be more energy efficient and to include solar panels whenever feasible. All purchased or rented state vehicles must meet new fuel efficiency standards and use ethanol and biodiesel fuels when available.

For electric utilities, Crist directed new standards that will require a reduction of emissions to 2000 levels by 2017, to 1990 levels by 2025, and by 80 percent of 1990 levels by 2050. Pending EPA approval, Florida will adopt California's stringent motor vehicle emission standards calling for a 22 percent reduction in new vehicle emissions by 2012 and a 30 percent reduction by 2016. The state will require a 15 percent increase over current standards in the energy efficiency of new consumer appliances.

The governor also requested that the Public Service Commission adopt a Renewable Portfolio Standard. The standard would require 20 percent of the state's power come from renewable source by 2020, with a strong focus on solar and wind energy. These initiatives move Florida from being a state doing virtually nothing to head off climate change to joining with California to provide a model of what states can do.

You can read the 1st report by the Century Commission for a Sustainable Florida to the Governor and Legislature [here](#) at the Century Commission for a Sustainable Florida website.

Changes At The Institute

Arlyn Rivera Elizée Joins the DRA Project

IAF is pleased to announce that Arlyn Rivera Elizée is joining IAF as the Deputy Director for The Disparity Reducing Advances (DRA) Project. She brings with her a wealth of skills, experience and versatility, combined with enthusiasm and creativity that will be a great asset to the program and the Institute.

Ms. Elizée has over 12 years of experience in both minority health/racial disparities and *bilingual* social marketing/health communications, as well as over 10 years experience both managing public health programs and state and federal contracts with Centers for Disease Control, the Robert Wood Johnson, the National Institutes of Health and the Agency for Healthcare Research and Quality to name a few. She is the former Statewide Liaison of Florida's original renowned social marketing youth anti-tobacco ***truth***TM campaign and the former Director of the National Latino Tobacco Control Network in Washington, DC.

The Florida Secretary of Health appointed Ms. Elizée to her former positions on the Statewide Educational Materials Review Committee, State Minority Tobacco Control Task Force, and the State Emergency Response Team (SERT). She was also statewide contract manager for Florida's HIV/AIDS, Refugee Administration, and Tobacco Control Programs and has managed and worked with several state and national partnerships.

Ms. Elizée will bring her experience in health disparities to the DRA Project in IAF's ongoing efforts to expand and improve the program. For more information on the DRA Project, please email Arlyn Elizée at aelizee@altfutures.com.

IAF Welcomes a New Slate of Interns

IAF would like to welcome two new interns into the IAF community. J. Tyler Ruthven will be assisting IAF Senior Futurist Bill Rowley with work for the Transportation Security Administration. Jennifer D. Birnbaum will be assisting IAF Founder and Chairman of the Board Clem Bezold on the DRA Project.

Mr. Ruthven is pursuing a Master's in International Science and Technology Policy at George Washington University. He has previously taught English at Chengdu University in China and biology to middle school students in Burkina Faso for the Peace Corps.

Ms. Birnbaum will be entering her first year as a Master's candidate at the School of Public Health and Health Services at George Washington University. Prior to joining IAF, she was an education and health volunteer in the Republic of Kiribati for the Peace Corps. In the Republic of Kiribati, she helped create Camp Abaokoro, a camp for empowering youth with knowledge on HIV/AIDS, nutrition, self-esteem, role models, smoking and substance abuse.

IAF will be looking for interns starting again in the spring semester. If you or someone you know is interested in interning with IAF, please contact Craig Bettles at cbettles@altfutures.com.

Upcoming Events

Pharma 2029, IAF President and Senior Futurist Jonathan Peck, Pharma's Future Today Session, September 28th, 10:00 a.m., Philadelphia, PA.

2029 and the Evolving Spiral for Pharmacists, IAF President and Senior Futurist Jonathan Peck, American Association of Colleges of Pharmacy, October 2nd, Washington D.C.

Leadership Formula for Change, IAF Senior Futurist Marsha Rhea, [Association of School Business Officials International](#), October 14, 2:15 p.m., Toronto, Canada.

Futures Methods for Public Health Leaders, [South Central Public Health Leadership Institute](#), IAF President and Sr. Futurist, October 24th, New Orleans, LA.

[back to top](#) | [about](#) | [methods](#) | [IAF futurists](#) | [search](#) | [news & events](#)

Institute for Alternative Futures, 100 North Pitt Street, Alexandria, Virginia 22314
(703) 684-5880 Fax (703) 684-0640 [✉ Map to IAF](#)
© Copyright 1998-2003 Institute for Alternative Futures

Alternative Futures is a monthly production of The Institute for Alternative Futures.

powered by **emma**