

FROM: Director Paul Katzeff  
TO: MCHCD Board of Directors  
RE: The upcoming Bond Issue;

The obvious course of action is the one which will benefit the most people, while building a community identity that citizens would be proud of, that would attract the most people to vote for a bond issue. Obviously any emphatically requires a clear vision. A vision based on positive values of love of community, not fear of loss of the core of our current healthcare system.

We must convert our strategy from building or saving a hospital to a strategy of improving the Health, wellness and happiness of a community. If the bond measure is to pass it has to be inspiring, It should pull people in rather than having a group of people push people through.

We should make Adventist a leader in the new era of medicine in a dynamically stress-ridden society. We need to model a new culture, and put our money time and passion into the Blue Zone concept which would inspire our local community to rise up and participate In developing their healthcare system and also support the coming bond issue.

We are at an inflection moment. We are at a fork in the road that will impact the future of this community for decades to come. I believe a health-care system should shift its focus to stress management, wellness, and living longer and better.

We should lead our Bond issue with the Blue Zone as our primary narrative and communication point in defining our bond issue. Healthcare is at the heart of our communities survival. It is the center of our safety net. In a fast changing world, medicine and its treatments will lead the way into new advances to be expected. Soon it will be a bond issue to raise funds to upgrade the facility to new standards by 2030 or be closed.

I believe the bond issue needs to be shaped in a way that reflects the blue zone concepts. How we define our bond issue will determine whether it succeeds or fails. Fear of loss is not the way forward. The way forward needs and requires a positive vision that inspires the community to join us. We are required to consider the entire community in this bond issue rather than just the rebuilding and construction of our hospital.

Finally , if one visits the website Blue Zones Mendocino, one finds the following statement by the sponsor of the blue zones in Mendocino quote

***"Adventist health is a faith based nonprofit integrated health system serving more than 80 communities on the West Coast and Hawaii as well as others across the US. Through its blue zones organization, AH is a pioneer in taking a systemic and***

***environmental approach to improving health of the entire cities and communities. Through this work and other initiatives, Adventist Health is leading a 21st-century well-being transformation movement."***

The blue zones organization that is sponsored by Adventist health has five staff working full-time in Mendocino County ; their positions are an executive director, organization lead director, engagement lead director, public policy advocate, and senior events and special offices specialist

I suggest that it is this Board's responsibility to create a positive loving vision statement for the coming bond issue, one that will inspire a community and be in harmony with the work that Adventist Health has put together to create Blue Zone Health and Happiness for communities such as ours here on the Mendocino Coast.