

INTERVENTION GUIDE: Guide to Intervening with an Oil Addict



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ad-dic-tion (ˌd_k'sh_n) n. Habitual psychological and physiological dependence on a substance or practice beyond one's voluntary control.

Overview

An addiction is serious and it is a curse on the addict and everyone & everything in the addict's life. An intervention is when those who care for the addict and/or whose lives are affected by the addict come together to intervene and break the addiction. Goals of the intervention are to get the addict to admit that there's a problem and to agree to adopt a plan to end the addiction.

1. The Oil Addict – Ford Motor Company

http://jumpstartford.com/why_ford/in_depth_fords_oil_dependence/

Ford Motor company is addicted. 1 out of every 7 barrels of oil in the world today is consumed on America's highways and its biggest addict is one of the companies that started it all – Ford. Ford's addiction is fueling wars and human rights abuses all over the world, is one of the largest contributors to global warming, and is putting people out of work. Here are some quick reasons why Ford is in desperate need for an intervention:

- Ford has the worst greenhouse gas pollution performance of all the Big Six Automakers. (From Automaker Rankings 2004, a recent report from the Union of Concerned Scientists)
- The overall average fuel efficiency of Ford's fleet today is 19.1 mpg, dead last among the major automakers according to the U.S. Environmental Protection Agency.
- Since the oil crisis of the 1970s, Ford has ranked worst in overall fuel efficiency of all major automakers for 20 out of the last 30 years.
- From subcompacts to SUVs, Ford's current car and truck fleet gets fewer miles per gallon on average today than its Model-T did 80 years ago.
- In 2003, Ford broke its promise to America to increase SUV fuel-efficiency 25% by 2005.
- Ford is fighting federal and state efforts to improve emissions standards and implement fuel efficiency market incentives.
- Ford is supporting the filing of a federal lawsuit to overturn California's popular new vehicle emissions standards, the nation's first-ever law of any kind to reduce greenhouse gas (GHG) emissions linked to global warming and the most advanced automotive GHG reduction targets in the world.
- Ford dismantled its electric and natural gas vehicle programs, including the popular all-electric, zero-gasoline, zero emissions Thlnk City cars and Ranger EV pickup trucks.

2. Take Control Of Your Fear!

An intervention is a positive confrontation, not a fight. The goal is to get the addict help by getting them to agree to break the addiction. Don't forget: If you prolong doing an intervention, the addiction will only get increasingly worse!

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3. Decide who will participate in the intervention

The persons you invite to the intervention should have personal experiences with the addict's out-of-control behavior. Here are some ideas:

- **Young People:** Youth may have the most to lose from the addiction in the long run—with climate destabilization, increasing air pollution, energy insecurity, debt from wars, etc.—especially if the addiction is not ended soon.
- **Affected Community Members:** Community members, who have asthma, live near dirty energy plants or bus/truck idling spots, veterans who are upset about fighting wars for oil, international human rights abuse, and/or others who have felt affects of the dirty energy addiction.
- **Media:** Invite local papers, radio, TV to be a part of your intervention and increase the pressure on your Fossil Fool/Oil Addict to break the addiction!

4. Compile a list of the addict's destructive behavior

In any intervention situation, we have to make the addict come to the realization that there is no denying the reality: we know what's been going on & how it is affecting everyone. Examples of addict behavior:

- The addict fosters wars or human rights abuses in order to feed the addiction.
- The addict is endangering the health of friends or family members through their destructive behavior and destroying their physical environment.
- The addict instead of seeking help compounds the problem through even more destructive behavior – e.g. The Model T Ford is more fuel efficient than the majority of vehicles in Ford's fleet.
- The addict is supporting other addicts by financing their addiction. E.g. Targeting your university? It may be tainted by oil money, too! What type of vehicles does your University purchase? Are they supporting the addict?
- The addict ignores the symptoms of the addiction that surround them and any attempts to point out their addiction

Remember that addictions are not easy to break and there will most likely be resistance by the addict. Consider objections that the addict will raise. Here's an example:

Economics—They may say that alternatives are more expensive. But, world oil will peak soon (if it hasn't already) and prices are only going to keep rising. We're also not paying the real costs for our use of oil, some have estimated it's actually tens of dollars per gallon including wars, health problems, climate destabilization, oil spills, increasing trade deficit, decreasing jobs, etc. It may cost more in the immediate future to end the oil addiction, but in the long run, this investment will save money and provide for a better, cleaner future with dividends for all of us! The longer we wait to end the addiction, the more we're going to lose.

In the automotive sector, ending the addiction, will actually increase jobs and profits using technology that is currently available. (See the union of concerned scientist report for more information – www.energyaction.net/documents/UCSJobsStudy.pdf).

4. Have Concrete Solutions that the Addict can implement to reduce and eventually break the addiction!

The only way to kick the habit is to offer the addict solutions to their problem. Here are some ideas that we've come up with:

- Have them sign a letter to the head office of Ford urging them to stop the addiction – www.globalexchange.org/war_peace_democracy/oil/lettertodealer.pdf
- Green your fleet—bring cleaner, more efficient vehicles to your campus or community
- For details check out: <http://jumpstartford.com/?id=113>
- Get your local dealer to take “soft” order for the zero-emission Plug-in Hybrids (the zero-emission vehicle Ford used to build).

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- Get you local addict to write a plea to other dealers and addicts.
 - Film a clip of your local addict talking about the importance of moving to a “green” future and the frustration s/he has about not being able to get hybrid vehicles.
 - Set-up a timetable regarding how often they will phone Ford and push them for change.
 - Support and encourage walking, biking, & use of public transportation
 - This could include an incentive program for those who don't drive a single occupancy vehicle to campus

Remember your goals: getting the addict to admit that they have a problem and getting them to voluntarily commit to break the addiction! Remind yourself again that regardless of the outcome, you have nothing to lose, only to gain.

5. The Intervention

This section is heavily based on a guide for a drug/alcohol intervention just to give you an idea of what one is like. You may want to follow it closely for the feel of a real intervention, or you may want to follow it more loosely and create your own, more appropriate structure.

Getting the addict to the intervention

You'll need to be a little inventive. Addicts generally won't participate in an intervention willingly. Remember most are still in denial. If possible go to the addict and stage your intervention there (e.g. at a Ford Dealership or at an appropriate location on your university campus). The goal is get the addict to hear how the community is affected by their addiction in order to come to terms with the problem and to work together on a solution that will end the addiction. You may want to consider this when you are coordinating the media strategy, and try to make sure that media and guests know about the intervention, but the addict doesn't (if that's possible.) Download a great resource guide at <http://jumpstartford.com/?id=117>

Proceeding with the intervention

It's a good idea to have a spokesperson to lead the discussions and to set up an order for everyone to speak in with their prepared examples of destructive behavior and quick rebuttals to any objections the addict might raise. When the addict arrives at the intervention, they will of course immediately wonder what is going on. As a response you could say: "Just relax and have a seat, we will explain everything in a minute!" At this point, it is good to quickly proceed with the intervention.

Once this is done, the spokesperson for the group can begin with some opening remarks: "*[Oil Addict], I know you're wondering what's going on. You know that everyone here cares about you. All of us have been having some conversations over the last few weeks because we are all worried about the way certain things are going. We just want to ask that you listen to what we have to say.*" Then everyone can go around with their examples. If possible, it's good to say something nice about the person before describing the addictive behavior. Remember that all of their objections should be given a quick response. As you go around, hearing all the factual stories about their behavior will hopefully make the addict realize that they have a problem and agree on a plan to break the addiction.

Ending the intervention

To end the intervention, you should have everyone in the group personally thank the addict for listening and being strong and tell the addict how proud they are that he/she is willing to seek help. Get the recovering addict to start the plan to break their addiction as soon as possible before they have time to change their mind. By doing so, you limit the possibility that they back out or go out and engage in more destructive behavior. Good luck!

***This guide is based on The Intervention Guide < <http://www.interventionguide.com/> >*