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Mr. Red Wilson
BCE Inc
Suite 4700, 181 Bay Street
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Dear *Mr Wilson*

Please find enclosed information concerning our Norlien Foundation "Alberta Family Wellness Initiative" which we would like to explain more fully to you and your team and how this ties into Canada's long term global competitiveness. This initiative is particularly focused on creating a common framework of understanding for all our Alberta decision makers. These people include government (from Premiere Stelmach to ministers, deputy ministers, etc. and down) to presidents and provosts of universities and major secondary schools, their deans and other stakeholders in the whole educational field, to presidents and senior executives of all our health regions and medical institutions in the province, to The United Ways and community organizations, businesses and individuals alike.

This common framework of understanding is based on the latest known worldwide research in the neuroscience field presented to us by Nobel laureates like Dr. Jim Heckman and authors of neuroscience text books like Dr. Brian Kolb from the University of Lethbridge. It is information gathered from global sources of information and centers of excellence like Harvard University, The University of Pennsylvania, Scripps Health in San Diego and numerous other world experts. Much of this information and understanding did not even exist five to ten years ago and our goal is to "connect people" and provide our decision makers here in Alberta with this information, **APPLY** what we know and in fact **USE IT** for the very real and messy problems our own Alberta communities are dealing with.

The Family Wellness Initiative has two fundamental parts to it; A) early childhood development activities (i.e. – prenatal to six years old) and how brain development is critical to all of our adult health outcomes which can lead to addiction of all kinds, and B) that addiction is our #1 health issue. It is not just drugs, alcohol and gambling but in fact, is a true “disease” of the brain. For example, please see the sheet attached, how it is connected and how diseases of addiction truly include food, sex, relationships, internet use, work and many more.

What we are working on and trying to do is change how people think about these issues. We want to get them to ask many different and new questions of people, patients, educators and medical organizations and in fact change what and how government actually funds our educational and health care activities. We would say that our entire Canadian health care or “illness industry” (i.e. where 95% of our health care dollars are actually spent today) is totally unprepared and ineffective in treating the whole tsunami and tidal wave of costs, problems and issues that are coming at our entire society related to addictions of all kinds. We must therefore change significantly what and how we are handling this whole issue or else our country will slip way back into debt and deficits trying to cope with the massive problems and expenses (presently growing at 8% per year) that are coming at us. We are spending the money, we are not improving the situation or gaining on the problem and yet our society (our population and patients), in fact are getting sicker.

The models we are building and this whole wellness initiative could be expanded and copied all across Canada to help control and reduce our health care costs, and to become far more successful treating addictions of all kinds. We are trying to change our educational system in order to develop, train and produce healthy, productive, contributing human beings for Canada’s long term global competitive position beginning with early childhood education and care.

In other words, with good work in early childhood development, we will create people who are tax payers and real contributors to our whole Canadian economy vs. tax takers, hundreds of thousands of whom we already have living on our streets, filling

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up mental institutions, jails etc. and are expanding health care costs and social programs throughout the country.

As you can imagine via this letter this is a very big undertaking and is very complex to try and explain in one letter so we will look forward to seeing you and presenting to your panel our findings, plans and information when you come to Calgary soon.

Thank you for taking the time to read this rather lengthy letter and we look forward to discussing these issues with you and all your team here in the near future. Until then, we wish you great success with all your consultations and work as the long term future of Canada and all its citizens are dependant on obtaining wise, precise and informative recommendations and directions that will be applied for our country to succeed in the 21st century.

Thank you also to you, your other panel members and excellent staff for undertaking this Herculean task.

All the best and see you soon.

Sincerely,

Ron and Nancy Mannix

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