



Lifetime Achievement Award Nomination: Avon Mattison

Avon Mattison has worked tirelessly for personal, local, and global peace for over 55 years. She works with innovative leaders, groups and organizations on the “frontline” building Cultures of Peace inter- generationally and inter-culturally for future generations. She is the Founder and President of Pathways To Peace (PTP), a local and international peacebuilding, educational and consulting organization located in Larkspur, CA in Marin County. PTP has Consultative status with the United Nations Economic and Social Council and is an official Peace Messenger of the United Nations (UN). PTP is a tax-exempt, not-for-profit, non-partisan organization. Beginning as early as 1961, Avon was instrumental in rewriting our human approach to communication and decision making when she originated “Creative/Integrative Decision- Making”, a process applied to the purpose, principles and organizing strategies in diverse fields to bring about harmony and peace. A U.S. Foreign Service diplomat for three years, Avon has served as special advisor to United Nations Conferences, renowned international leaders, and emerging youth leaders. She was a Summa Cum Laude graduate in political science and international communications. While her work has been global, she has always emphasized the local-global relationship of peacebuilding and embodied “think globally, act locally” here in Marin, which has expressed itself in her role on projects such as “The Future of Education in Marin.” To me the quintessential expression of this impact was her role in creating The Children’s World Peace Festival at Cavallo Point, in the Marin headlands, which contributed to converting the old military base into a cultural center and children’s exploratory museum. That single local impact holds the holographic nature of Avon’s lifetime of works- to convert violence into peace and education locally, and globally. She has served on the Advisory Councils/Boards of several local and international organizations including:

Center For Visionary Leadership, Creative Member of The Club of Budapest, Ehama Institute, European Community research project-“Effects of Advertising on Children”(the philosophies of which she brought into her role on the board of the American Marketing Association in San Francisco), a Findhorn Fellow, Foundation for the Healing Among Nations, Global Youth Action Network, Institute of Noetic Sciences (in Marin), project for probationary youth in Marin,

Consultant & Advisor to SRI International, UNICEF on Convention on the Rights of The Child, UN Conference on Shelter for the Homeless (included Refugees), UN Conference on Sustainable Development, the first UN High Level Forum on the Culture of Peace, University of Peace (Costa Rica), URI Wisdom and Vision Council, Unity Foundation, World Business Academy, White House Conference on Small Business, World Futures Society, World Peace Prayer Society, the World Centers of Compassion for Children, and World Fund for the Dignity of Children.

Through Pathways To Peace, she was an influential instigator in creating a Universal Peace Day during the Cold War, inaugurated as The International Day of Peace with the United Nations in 1981. She also created the CULTURE OF PEACE INITIATIVE (CPI), in 1983, in collegueship with former UN Assistant Secretary-General Robert Muller. This local/global Peacebuilding Initiative, inaugurated locally in Marin and later expanded to include other places, unites the strengths of over 4,000 international organizations and focuses co-operative activities toward building a global culture of peace. To this day, CPI is going strong, and Avon remains active in virtual meetings from early morning to late at night spanning multiple time zones in her Larkspur office with global peace builders worldwide, ensuring a world that works better for all. In her role overseeing all the various United Nations representatives, youth interns, and projects of Pathways To Peace, Avon works as one who prays without ceasing. Currently, her wisdom and oversight touches a wide range of projects that relate to the various expressions of the United Nations 17 sustainable development goals and in particular SDG 16, Justice and Peace. As just one example, the first target of SDG 16 is “End abuse, exploitation, trafficking and all forms of violence against and torture of children” and through PTP Avon has been active in supporting a project “Operation Big Sister” designed to contribute to the global efforts to end human trafficking. Avon was a key advisor to the OBS team when they met with Corporate Visions in their Larkspur office and received a “Power Messaging” training on how to enroll the local public in Marin in making a difference on what Jimmy Carter has called “the greatest human rights violation in the history of human kind.” Hanging up the phone from an Operation Big Sister meeting, Avon will then jump into a call with her Youth UN Representative in his Washington DC office where he is interning at the White House, and from there get on a call to help address the needs of millions of refugees. Her agility of public service surpasses those of us half her age working alongside her huffing and puffing to keep up!

To pick only three specific examples of Avon’s innovative contribution to local/global peace building is like trying to pick the best three drops from a vast ocean. Certainly her landmark initiatives have to be cited as the first two, for they have been the fertile soil in which everything else has flowered:

- 1) The founding of the International Day of Peace with the United Nations in 1981.
- 2) The founding of the Culture of Peace Initiative with the United Nations in 1983, and its local expression in the Children's World Peace Festival at Cavallo Point. As part of that Avon initiated the "Peace Wave"- a daily minute of silence, moment of peace at noon in every time zone all over the world, which continues to grow until this day.

These videos convey beautifully this evolution of Avon's work for peace.

<https://www.youtube.com/watch?v=xsy8mJZKBNA>

<https://www.youtube.com/watch?v=ATLhYVNKSw8>

https://www.youtube.com/watch?v=PgNZy14hl_8

<https://www.youtube.com/watch?v=BwEJmgQqFEc>

<https://www.youtube.com/watch?v=FaKwbCS7ATI>

<https://www.youtube.com/watch?v=hIDmfh6BG2Q>

3) Finally, I would like to acknowledge the intellectual property generated by Avon's work at Pathways To Peace in collaboration with peacebuilding organizations and peace builders in Marin County and all over the world, called "The Peace Wheel" and the "Peace Vision Card." These tools have both been used in curricula for peace building from children's class rooms in Marin, to refugee camps, to peace dialogues with teens from Israel and Palestine, to UN agencies and government agencies, to adult learners interested in becoming a part of peaceful solutions to world issues in a variety of contexts. If you can imagine that these visionary tools were created as a synthesis of inputs from many countries and people from many walks of life, with input from people in countries who at the time had no access to the internet, or fax machines, through the steadfast commitment to give a voice to the voiceless through snail mail and UN meetings, then the accomplishment of creating a global vision of peace in these tangible teaching implements is all the more extraordinary- a true reflection of the universal compassionate heart of Avon Mattison that makes the impossible happen.

Peace Wheel:

<https://www.dropbox.com/s/0sqy45w6963x22a/PTP%20Peace%20wheel%20.pdf?dl=0>

Peace Vision Card:

<https://www.dropbox.com/s/0rogk72a6baao1b/Pathways%20Vision%20Card%201%5B1%5D.pdf?dl=0>

A key tenant of the Peace Wheel and Peace Vision Card, which have been given open source to be included in conflict resolution and peacebuilding curricula, is that every area of human endeavor and every human is, and can be, a Pathway To Peace. And this leads me to answer your final question. Clearly Avon's work has both attracted the attention of and been developed in collaboration with players on the global stage, such as Assistant Secretary General's of the United Nations. But it is her ability to inspire millions of average every day people on the ground through her profound oratory, her unwavering attention on and commitment to peace, her ability to call forth the collaborative insight and collective wisdom of groups locally in concert with the world, her ability to seed structures like the IDP (International Day of Peace) that carry those millions of people to focus on peace even if they never know of her or know her name, and her steadfast clarity and voice for the fact that everyone, regardless of gender, race, age, title, rank, job description, or citizenship, is a Pathway To Peace. Her life has been a bugle of awakening to us locally here in Marin and to the world that peacebuilding is not reserved only for those behind closed doors in bilateral "Peace Talks," but rather the power to create peace is the domain of every human being with a heart. How can I write those words without tearing up? In my own circle of influential leaders, I cannot think of anyone in the world (let alone anyone in Marin) who is more deserving of a Lifetime Achievement Award. Thank you for considering Avon Mattison, and her lifelong dedication to peace and the people who have the power to create peace, for this award. As one poignant addendum, it touches my heart that Kaiser San Rafael is sponsoring this particular award. When Avon was a small child, she almost died of a severe and difficult to treat kidney disease. Her life was saved by Kaiser nurses and physicians, most of whom I would imagine had no idea that this little girl would grow up to inaugurate the International Day of Peace. Could they know they were saving the life of one who would be such an important gift to the world? What full circle it would be now for her to win an award sponsored by Kaiser!