

⌘0 CROWDED CITY SCENES MONTAGE
EMPTY COUNTRYSIDE¶

--JANE FONDA--

NOW YOU SEE THEM... NOW YOU DON'T....
PEOPLE... LEAVING THE COUNTRY TO SEEK OPPORTUNITIES IN THE CITY...
ARE THEY TURNING THEIR BACKS ON A LAND OF OPPORTUNITY?

⌘1 JANE FONDA IN STUDIO¶

HI... I'M JANE FONDA.
WELCOME TO PEOPLE COUNT.

IN THE NEXT HALF HOUR.. WE'LL TRAVEL TO ONE OF THE MOST BREATHTAKING
SPOTS IN THE WORLD.... BLUEFIELDS, JAMAICA.

DESPITE ITS BEAUTY... BLUEFIELDS, LIKE MUCH OF RURAL JAMAICA, HAS NOT BEEN
ABLE TO HOLD ONTO ITS RESIDENTS.

FOR YEARS, JAMAICANS HAVE FLOCKED TO KINGSTON, AND OTHER CITIES,
LOOKING FOR WORK.

THE TRENDS ARE GLOBAL.

URBAN POPULATIONS ARE GROWING BY ONE-MILLION PEOPLE A WEEK.

AND URBAN PROBLEMS ARE GROWING, AS WELL.

BUT LEADERS FROM ALL OVER THE WORLD ARE DOING SOMETHING ABOUT IT.

THEY LAUNCHED THE UNITED NATIONS CITY SUMMIT.

THE GOAL: TO MAP OUT A VISION FOR CITIES AND VILLAGES OF THE FUTURE...
CREATING SAFER AND MORE PROSPEROUS PLACES TO LIVE.

FILMMAKER AND PHOTO-JOURNALIST BARBARA PYLE VISITED BLUEFIELDS,
JAMAICA... AND FOUND THAT AMIDST SEEMINGLY INSURMOUNTABLE OBSTACLES...
PEOPLE COUNT.

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⌘2 MONTAGE WITH OCEAN SCENES AND PEOPLE LAUGHING
CHURCH, PEOPLE SINGING INSIDE¶

--BARBARA VOICE-OVER--

YOU CAN HEAR IT IN THEIR VOICES... SEE IT IN THEIR FACES...
AN UNWAVERING COMMITMENT TO THEIR COMMUNITY.

BUT THERE IS ONE THING MANY PEOPLE IN BLUEFIELDS DO NOT HAVE FAITH IN:
THEIR FUTURE.

⌘3 BARBARA MEETING DOROTHY¶

I MET DOROTHY CAMPBELL IN THE VILLAGE OF MCALPIN.
SHE, LIKE OTHERS, IS WORRIED.

⌘4 DOROTHY WITH GROUP¶

DOROTHY

Three-quarters of people in my age group, they are not here.

BARBARA

Three-quarters of them, gone?

DOROTHY

Yes, they're gone.

BARBARA

Where have they gone?

DOROTHY

They migrate to Canada, America, Kingston, and several other places.

BARBARA

Why do they do that?

DOROTHY

Just to seek a livelihood. Just to seek work.

⌘5 TERRY TALKING TO GROUP¶

TERRY

Would you say that most people have people away from here?

CHORUS

Everybody!

TERRY

Everybody has someone. Everybody you have here.

So that's the scale you're talking about. Everyone. In fact, everyone in Jamaica, everyone in the rural area, that's it. In Jamaica, you have 2.5 million people... and there are 2.3 million Jamaicans living abroad.

⌘6 TERRY AND BPCA MEMBERS WORKING¶

--BARBARA VOICE-OVER--

TERRY WILLIAMS DOESN'T WANT DOROTHY, OR ANYONE ELSE IN BLUEFIELDS, TO LEAVE.

IN 1988, HE AND OTHER YOUNG PEOPLE WENT INTO PARTNERSHIP.. AND FORMED AN ORGANIZATION CALLED THE "BLUEFIELDS PEOPLES COMMUNITY ASSOCIATION", THE B.P.C.A.

⌘7 TERRY¶

TERRY

What we're trying to do is to look at all the things that the community needs in terms of the services, job creation, and those things I've outlined... and bring them here.

BARBARA

How do you figure out what the community needs?

TERRY

We go out and we meet with the people. You cannot find out what the ⌘8 TERRY TALKING TO WOMEN¶community needs unless you talk to them... and we're constantly talking.

⌘9 DOROTHY AND HUSBAND FARMING¶

--BARBARA VOICE-OVER--

ONE OF THE PEOPLE TERRY TALKS TO IS DOROTHY.

SHE AND HER HUSBAND GROW FRUITS AND VEGETABLES ON A SMALL PLOT OF LAND.

THE PROBLEMS IS, THEY DON'T OWN THE LAND.

IT'S OWNED BY THE GOVERNMENT.

THEY'VE PAID RENT FOR AS LONG AS THEY CAN REMEMBER.

BUT NOW THE GOVERNMENT WANTS TO DEVELOP THE LAND... AND REFUSES TO ACCEPT THEIR RENT.

THEY HAVE NO IDEA WHAT TOMORROW WILL BRING.

⌘10 TERRY¶

TERRY

Supposing you were going to go out and spend your years earnings on some seeds... and in the back of your mind, the government's going to come to bulldoze you off next week, or this week, or the week after next. There's no security in that. So that's why the people are constantly unsure, unclear, about what to do exactly.

You see, a number of farms, they're already abandoned. People gave up hope. Everytime you have a harvest, you think it's going to be the last one. It gives you no impetus to then think about what you're going to do next season.

⌘11 BARBARA, DOROTHY, AND TERRY ON FARM¶

--BARBARA VOICE-OVER--

THE B-P-C-A IS DOING WHATEVER IT CAN TO FIND OUT WHAT RIGHTS DOROTHY AND OTHER FARMERS MAY HAVE TO THE LAND, BASED ON THE TIME THEY'VE WORKED IT.... THEIR LAND TENURE.

THE BLUEFIELDS ASSOCIATION HAS PETITIONED THE GOVERNMENT ON BEHALF OF THE FARMERS....

IT'S EVEN OFFERED TO BUY THE LAND... BUT HASN'T HEARD ANYTHING BACK.

⌘12 BARBARA INTV. TERRY¶

BARBARA

What's the hope for the people in McAlpin?

TERRY

Well, that's a sticky problem. Of course, you know that the basis of McAlpin's traditional existence has been the land. Frankly, I can't see what McAlpin people will do without the land. It's perhaps our most difficult problem right now... the land issue, the land tenure issue. We hope that we can get the land... access to the land on some basis.. some legal basis.

⌘13 MEN PLAYING DOMINOS¶

So we're trying gentle means and otherwise to get this land... because as you see, this village will die.... and we'll lose these guys if we don't secure this.

⌘14 TERRY¶

We really mean we're going to stay on the land. We're not coming off this land. We're staying on it.

⌘15 DICKY EXAMINING PLANTS¶

--BARBARA VOICE-OVER--

MORE THAN JUST STAYING ON IT... THEY'RE IMPROVING IT.... TEACHING PEOPLE, LIKE DOROTHY, HOW TO KEEP THEIR PLANTS HEALTHY.

DICKY GIFFORD IS THE B-P-C-A'S AGRICULTURAL EXPERT:

TERRY

The fungus... how did the fungus get there? Is it airborne?

DICKY

OK, yes... absolutely... it's an airborne disease... it's an airborne disease.

This can be controlled easily, by selecting your seedling, and the leaves of these... that would help keep the insect off. Those plants that you see have not been affected by insects. The reason for that is because of the natural resistance that those plants have... that's what keeps insects off.

--BARBARA VOICE-OVER--

DICKY'S LESSONS ARE BEARING FRUIT:

⌘16 DICKY HOLDING BANANAS¶

DICKY

Because it comes into my hand, I'll try to be the first one to taste it.

--BARBARA VOICE-OVER--

DICKY'S ADVICE IS WELCOMED BY DOROTHY.

⌘17 BPCA MEETING¶

SHE AND OTHER FARMERS LEARN ENVIRONMENTALLY-FRIENDLY AGRICULTURAL TECHNIQUES AT THE B-P-C-A CLASSES ON PERMA-CULTURE.

DICKY

I regard perma-culture as the natural way of doing agricultural practice... without the use of any pesticide, insecticides that will damage both human and the whole environment in general. It's a friendly use of the resources.

⌘18 BARBARA AND GRADUATES WALKING OUTSIDE¶

--BARBARA VOICE-OVER--

THE COURSE COVERS EVERYTHING FROM NATURAL PEST-CONTROL TO COMPOSTING.

A FEW OF THE GRADUATES ARE RUNNING THEIR OWN PLANT NURSERY AND GARDEN CENTER.

COURTNEY

Are you a part of the nursery team?

BARBARA

I'm about to become a part of the nursery team, once you show me how to do it.

--BARBARA VOICE-OVER--

THEY TAKE CLIPPINGS... PLANT THEM... AND KEEP THEM WELL-WATERED AND NURTURED, UNTIL THEY TAKE ROOT.

COURTNEY

This is a timer that's set for a 19 SPRINKLER GOES OFF every minute... every minute it goes around.

BARBARA

Thanks for telling me. Thanks for telling me, Courtney. You told me just about a minute too late.

20 FLOWERS

--BARBARA VOICE-OVER--

THE BUSINESS HAS BLOSSOMED.
LOCAL HOTELS ARE BUYING THE PLANTS.
AND SOON THE NURSERY WILL BE EXPORTING ORCHIDS TO THE UNITED STATES.

21 PETER, BPCA WORKER

PETER, BPCA WORKER

We are not only planting and marketing to people... we are also educating them... going out into the community, teaching them the importance of preserving, planting, cutting down your plant... all this type of thing we will be doing.

--BARBARA VOICE-OVER--

THE GARDEN CENTER FEATURES ONGOING EDUCATIONAL EXHIBITS.
THE INFORMATION IS AVAILABLE TO ALL THE LOCAL PEOPLE... ALL THE TIME.

22 TERRY

TERRY

If Dorothy had to set up a nursery in her backyard, then so be it. So that's the kind of thinking that we're having about it. Diversify.

23 FARMS

As the opportunities develop, we'll get more and more people in from different villages to learn the techniques to set up their own greenhouses in their own villages... and then we'll build like that.

24 PEOPLE WORKING

--BARBARA VOICE-OVER--

TERRY KNOWS CREATING OPPORTUNITIES IN RURAL AREAS IS KEY TO SLOWING DOWN THE MIGRATION FROM THESE AREAS.
HE SPEAKS FROM EXPERIENCE.

25 BARBARA INTV. TERRY

BARBARA

When did you leave Jamaica?

TERRY

I left Jamaica in 19-68 at the age of 12.

BARBARA

Why?

TERRY

I was sent for by my parents.

BARBARA

Why were they gone?

TERRY

Everyone leaves Jamaica for economic reasons. There's no other reason for leaving Jamaica.

26 KINGSTON STREET SCENES¶

--BARBARA VOICE-OVER--

WHEN TERRY RETURNED 20 YEARS LATER... HE WAS DETERMINED TO STOP THIS MIGRATION.

HE HAD SEEN FOR HIMSELF CROWDED CITIES, LIKE KINGSTON, HAVE AS MUCH POVERTY AS PROSPERITY.

27 KINGSTON GHETTOS¶

TERRY

There are too many people for scarce resources... too many people crowded into a particular area... too many people leaving rural areas to go Kingston... and other cities, that just don't have enough resources to go around.

Population growth is the result of a number of things. It's the symptom of the overall problem called poverty.

It seems so basic to me. Create the opportunities so people could stay in the country areas... then you wouldn't have people in the towns, living in ghettos... five to a room.

28 TERRY AND OTHERS CLEANING UP¶

--BARBARA VOICE-OVER--

TERRY AND HIS PARTNERS SET OUT TO MAKE BLUEFIELDS A PLACE PEOPLE WOULDN'T HAVE TO LEAVE.

THEY DID IT BY DIRECTLY INVOLVING THE COMMUNITIES:

29 TERRY¶

TERRY

Each village has got a village committee... a village development committee... and each committee nominates representatives to the board of the BPCA. The board meets every week, if they're not meeting in their committees in the villages. We take people from different villages, so there's a cross-fertilization of ideas. They're meeting as a core group. So there's constant communication between the villages. In the area, there are no telephones or communications... not even good roads. So we have to rely on people.

30 BPCA MEETING¶

--BARBARA VOICE-OVER--

THE BOARD IS CONSTANTLY WORKING TO IMPROVE THEIR TEAMWORK.

TERRY

Among the core, that's what we spent the whole of last year doing, problem solving techniques... how to reach consensus, brain-storming. We've learned the techniques among the core... and the whole idea now is that we take those techniques back to the village committees.

DICKY

We want to be the catalyst for community development locally, and throughout Jamaica... regionally and almost internationally.

--BARBARA VOICE-OVER--

THEY'RE ON THE WAY TO ACHIEVING THAT GOAL.

OTHER ORGANIZATIONS, INCLUDING GOVERNMENTS, ARE TAKING NOTICE.. AND TRAVELING TO BLUEFIELDS TO LISTEN AND LEARN:

⌘31 TERRY TALKING TO BARBARA IN FRONT OF COMPUTER¶

TERRY

Now, what I'll do is, I'll bring the core group members in from these other organizations and train them with outside, consultants... myself and other core group members, and train them at our site using our model as the model for community participation, which is quite unique in Jamaica.

BARBARA

What do you mean by full community participation?

TERRY

Well, I mean the project is really managed by community members themselves. It's quite rare.
⌘32 BARBARA TAKES PHOTOS, THEN STILL¶

It's completely people-based. It's completely directed and managed by the people. It deals with education. It deals with creation of businesses, micro-enterprises. It's very comprehensive.

⌘33 WOMEN WORKING¶

--BARBARA VOICE-OVER--

ALTHOUGH THE B-P-C-A IS WORKING FOR EVERYONE IN BLUEFIELDS... CREATING OPPORTUNITIES FOR WOMEN IS AT THE HEART OF THEIR MISSION.

ONE BANNER AT THE BLUEFIELDS COMMUNITY CENTER SAYS IT ALL:

⌘34 BPCA BANNER¶

TERRY

As a river cannot rise without its source... so a nation cannot rise without its women.

⌘35 TERRY TALKING TO BARBARA¶

The backbone of rural Jamaica is women. Women carry it. The men go away. They go to farm work. They go off to Kingston to work. They go abroad. They leave. When their family gets too much for them, they abandon them and go away. Women don't abandon their families. Women have to stay and look after their children.

⌘36 JAMAICAN WOMEN AND CHILDREN¶

BARBARA

What kind of pressures are there on women in Jamaica to have children?

TERRY

It's a part of their duty, it seems to me, to have children for the men... and we have a situation where women have children for several different men.

There are peer pressures, women to women. We have a number of young women who are involved in the BPCA who have not had children... and they have a tremendous pressure from other women who have several children and no education.

⌘37 TERRY¶

One of the things that other Jamaican women believe is that, and for men too, if you've gotten to be a certain age, and you haven't had a child... then you must be barren. In their way of thinking that, of course, is a bad thing.

BARBARA

And what do they call those women?

TERRY

Mules. They call them mules.

BARBARA

Why do they call them mules.?

TERRY

Because mules cannot have children.

⌘38 CHILDREN¶

--BARBARA VOICE-OVER--

THE WOMEN HERE WHO CAN HAVE CHILDREN, AND CHOOSE TO HAVE MANY, GET POORER WITH EACH CHILD THEY HAVE.

THE BLUEFIELDS ASSOCIATION IS HOPING TO STOP THAT DOWNWARD SPIRAL... BY SEWING SEEDS OF CHANGE, FIGURATIVELY AND LITERALLY:

⌘39 WOMEN SEWING¶

THIS SMALL CLOTHING FACTORY OPERATES OUT OF THE COMMUNITY CENTER.
"THE COTTA CRAFT COLLECTIVE" WILL BE OWNED BY THE WOMEN WHO WORK
THERE.... THE MAJORITY ARE SINGLE MOTHERS.

⌘40 BARBARA INTV. TERRY¶

BARBARA

What's a cotta?

TERRY

A cotta is a piece of cloth that the Jamaican women, traditional Jamaican women would...
there, she is ⌘41 WOMEN PUTS COTTA ON HER HEAD¶showing you, she's making a cotta.
And she puts a load on her head to go to market.

This operation is going to ease the pressure, economic pressure, off their heads.

BARBARA

How metaphorical!

TERRY

Exactly!

⌘42 WOMEN SEWING MONTAGE¶

BARBARA

⌘43 BARBARA HOLDS UP SHIRT¶

Actually, this might fit... and look, it goes with the outfit.

⌘44 TERRY TALKING TO BARBARA¶

TERRY

We want to demonstrate that this could be a viable factory. Then, if this is a viable factory,
that will energize people to organize themselves in their community, and we can set up other
factories for people.

BARBARA

Do you see this as a model factory?

TERRY

Absolutely... because all the training before was show them, teach them to sew... and then
they'd have to go to Kingston, or SAV, or somewhere to do it. There would be no place for
them to practice what they've learned. This is the first time, you're giving someone a vocational
training... and then you're giving them the space to work... and the opportunities... and they will
work it... and own it.

BARBARA

What happens to women when they do get an education and job opportunities? How do they
change?

TERRY

Well, the big change, of course, is that they're able to be independent of men, in a way... for
sustenance, everyday living. They also have less children, and that's proven. They have less
children because they're not dependent on men.

⌘45 WOMEN BY BOATS¶

BARBARA

What do you think would be the most significant factors to reduce population growth?

TERRY

Create opportunities in the rural areas first. It sounds strange. But you create opportunities
for women and men in the rural areas, you have less pressure... and show them examples, and
give them opportunities.

⌘46 TERRY¶

It's not simply telling them to have less children, but demonstrate that you know, in this little
enterprise, everyday you take off to go ⌘47 BOY RIDING MULE¶to look after your child is a day
income lost. Every mouth to feed is less income... that's taking something away from the future
education of yourself and your remaining children.

⌘48 TERRY AT FACTORY¶

So they're going to benefit a great deal from this and it's theirs. As I said to you, all the businesses that the BPCA sets up are going to be owned by the people who operate them. That's the only way we know in which people are going to dedicate themselves. They went for months without knowing where the money was going to come from to do anything... and they stuck with it. I'm committed to them and they're committed to this project.

⌘49 BARBARA AND TERRY LOOKING OVER PLANS¶

--BARBARA VOICE-OVER--

THE PEOPLE OF THE BLUEFIELDS ASSOCIATION ARE DETERMINED TO BRANCH OUT EVEN FURTHER.

THEY'RE LAUNCHING A COMMUNITY RADIO STATION.. AN OUTLET FOR THE PEOPLE TO VOICE THEIR OPINIONS AND CONCERNS.

⌘50 LINE OF CHILDREN¶

PLANS ARE ALSO UNDERWAY TO IMPROVE THE EDUCATION OF 2000 CHILDREN AND ADULTS BY THE YEAR 2000.

SUCCESS STORIES CAN BE FOUND EVERYWHERE IN BLUEFIELDS.

AND MORE AND MORE YOUNG PEOPLE ARE STAYING PUT.

⌘51 BARBARA INTV. PETER¶

BARBARA

Where would you have gone if you had to leave?

PETER

I was thinking to go to the U-S, because that's where most of the people that I know live. I was given the opportunity, and I turned it down, just for BPCA. Most of us that you see here were thinking of leaving... either to the big city or to America or elsewhere... just were thinking of leaving, because the community has nothing for us to do.

⌘52 BARBARA INTV. COURTNEY¶

BARBARA

If you left, where would you have to go, Courtney?

COURTNEY

Kingston... abroad.

BARBARA

If there weren't any chances for you here?

COURTNEY

No, there wouldn't be any chances for me here, if it weren't for the BPCA right now.

⌘53 BOATS ON WATER, SUNSET¶

TERRY

We're trying to keep them, ⌘54 TERRY¶ Courtney here, trying to keep Dorothy here. We're trying to keep them here to build Jamaica.. because without them, I don't know what we're going to do.

⌘55 PETER¶

PETER

Right now just by staying I see where I fit. I see where I can make my life better, make the children of tomorrow lives better and make my country better.

⌘56 BPCA MEETING¶

--BARBARA VOICE-OVER--

POSITIVE ATTITUDES ARE EVIDENT AT EVERY B-P-C-A MEETING.

THE PEOPLE CELEBRATE WITH A SIMPLE SONG:

EVERYONE

Smile awhile, and give your face a rest. Raise your hands to the one you love the best. Then shake hands with those nearby... and greet them with a smile.

⌘57 BARBARA'S PHOTOS¶

BPCA WORKER

What we are doing, we are making plans for you. We are making your future bright, and your kids, and your kid's kids.

BARBARA

What do you hope this project will bring to your core group and to the rest of the community?
#58 TERRY¶

TERRY

Well, it's already making an impact. When we see young educated people deciding to stay in Bluefields and seek their future here, rather than going away, I think that's pretty significant.

#59 PETER¶

PETER

It's a great thing and we love it. We love it, and we put everything we have into it.

#60 STILL PHOTO OF TERRY¶=====

--JANE FONDA--

#61 JANE FONDA IN STUDIO¶

TERRY'S DREAM IS TO MAKE THE B-P-C-A CONTAGIOUS... AND HAVE SIMILAR PROGRAMS SPREAD TO CITIES AND VILLAGES ALL OVER THE WORLD... HIS DREAM MAY COME TRUE.

#62 UN SCENES¶

PROJECTS, LIKE THE B-P-C-A, WILL BE STUDIED AT THE CITY SUMMIT IN ISTANBUL.

#63 JANE FONDA¶

THE INFORMATION WILL BE SHARED WITH GOVERMENT LEADERS AND GRASSROOTSORGANIZATIONS, WHO ARE LOOKING FOR SOLUTIONS IN THEIR OWN NEIGHBORHOODS.

A COMPUTER DATA BANK IS BEING COMPILED OF MANY OF OUR COMMUNITIES' "BEST PRACTICES"... THOSE EFFORTS THAT ARE MAKING THE PLACES WE LIVE MORE SAFE, PRODUCTIVE, SUSTAINABLE, AND HEALTHY.

IF YOU WOULD LIKE MORE INFORMATION ABOUT THESE "BEST PRACTICES".. WRITE:

#64 ADDRESS GRAPHIC¶

PEOPLE COUNT... IN CARE OF:
THE TOGETHER FOUNDATION...
AT 55 EAST 75TH STREET
NEW YORK, NEW YORK, 1-0-0-2-1

#65 JANE FONDA¶

PEOPLE LIKE TERRY, AND THE REST OF THE B-P-C-A, ARE AN INSPIRATION TO US ALL.

THEY TEACH US THAT EVERYONE... NO MATTER WHERE WE ARE, OR WHAT RESOURCES WE HAVE... CAN MAKE A DIFFERENCE IN OUR COMMUNITY.

I'M JANE FONDA.

THANKS FOR JOINING US ON OUR JOURNEY... SHOWING ONCE AGAIN THAT THE ACTIONS OF ALL PEOPLE COUNT.

#66 CREDITS¶

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