



# The Road to the Future: Education for Creative Adaptation



Institute for the Study of Human Knowledge  
**2016 Annual Report**



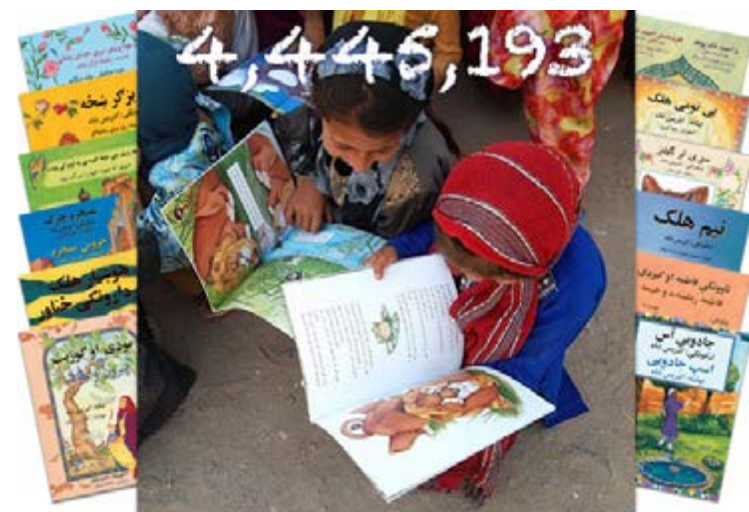
# CONTENTS

- 3 Message from the President
- 4 Key Accomplishments in 2016
- 5 Hoopoe Books
- 5 eBooks for Hoopoe
- 6 A New Book on Spirituality: God 4.0
- 7 Share Literacy: Quality Books for Children in Need
- 9 Books for Afghanistan: Repatriation of Traditional Teaching-Stories to Aid Literacy
- 11 Books for Pakistan: Traditional Teaching-Stories help spread Literacy
- 12 Continuing Education for Psychologists
- 12 CME for Physicians
- 13 The Human Journey: How We Got here, Where We’re Going
- 14 Malor Books
- 14 ISHK Administration Changes
- 15 Officers, Board of Directors, Advisors, and Contributors

## Our Mission

Humanity now needs to adapt to a world that is far different from that of the past. A primary need at this critical point in human history is to understand our human nature. If we know who we are, how human beings evolved, what our possibilities and weaknesses are, we might correctly assess what we can change, adapt, and create, so that humanity and the planet thrive.

It is the mission of ISHK to gain such insight through the investigation of humanity’s biological and cultural evolution and to communicate new understanding in the human sciences to both professionals and the culture at large through symposia, curricula development, workshops and publications.



**BOOKS FOR  
AFGHANISTAN  
has donated  
4,445,193 books  
since it started!**

## Message from the President



In 2016 we made extraordinary progress in making ISHK’s work available online to anyone in the world at any time; not only to a professional psychologist, but to a student in China; not only to a parent who buys a book, but to a curious young girl in rural India. *Anywhere there’s a connection.*

We have shifted our efforts away from providing individual, physical items — shipping a million books through the ISHK Book Service — to developing new content and new ideas.

**The Human Journey** website now offers a multidisciplinary, more complete understanding of who we are and what we are capable of becoming. Our journey moves from our distant ancestors, surveying our biological and social evolution and travels through early settlements, civilizations and major religions, exploring the beginning of our lives, our biological inheritance, modern neuroscience, anthropology, medicine, evolutionary biology, neuroscience, ecology, as well as economics, education and international aid. It offers works both for the general public and for advanced professionals. ... **To link an understanding of our deep past to a future where humanity can unite around a common higher perspective. It’s what ISHK has been working toward for 45 years.**

A major effort is well underway to make that content more accessible and more available. This involves considerable work, rewriting the content to reach a wider audience, work on “analytics,” and the technical efforts to determine who visits our site, how long they stay, on what they focus, to help us improve the use of the material.

We also continued our efforts to expand the Hoopoe children’s books into more language editions, to more countries and regions within those countries, providing thousands more books to underserved children throughout the world (including those at home). We continue to provide information to psychologists about new developments.

As always, we could not have accomplished our work without the help of The Will J. Reid Foundation who has supported ISHK for more than a dozen years, as well as the help of many generous donors and extraordinary volunteers around the country and the world -- all who aim to maintain the mission of ISHK to allow us all to change, adapt and care for ourselves and the planet on which we all live.

Robert Ornstein, Ph.D. - President



# Key 2016 Accomplishments

Thanks once more to the generous support of The Will J. Reid Foundation (WJRF) since 2002, and to the generous donations and volunteer services from so many individuals, we were able to achieve significant advances in 2016.

**HOOPOE BOOKS:** In 2016, Hoopoe initiated a new program in support of the internationally recognized “Mother Tongue-Based Multi-Lingual Education,” to provide as many bilingual books and teacher guides in the *lingua franca* and minority tongues of Afghanistan and Pakistan as funds will allow. We also began production of bilingual titles for the Afghan and Pakistani diasporas with English as the second language, and Arabic-English titles for refugees children from Syria and Iraq.

**SHARE LITERACY:** We continued our program through strategic book and teacher materials placement in more than 94 programs around the USA, as well as in Canada and Mexico.

**BOOKS FOR AFGHANISTAN:** Thanks to our implementing partners in Kabul, we have now distributed over 4.4 million books in Dari-Pashto and English since January 2007 when we began this program. In 2016, 142,311 Hoopoe Books were distributed by our partners to the Afghan Mobile Mini Children’s Circus, and to three mobile children’s libraries.

**BOOKS FOR PAKISTAN:** A new website for this program was launched in 2016. Since its start in 2010 we have printed and distributed almost 100,000 Hoopoe Books by Idries Shah in English-Urdu, Urdu-Pashto and Urdu-Sindhi editions.

**eBOOKS NEWS:** In 2016 all Hoopoe titles by Idries Shah were made available in English eBook editions for Amazon Kindle and Apple iBooks.

**CE@HOME FOR PSYCHOLOGISTS:** This year, we’ve added more titles and new categories on mindfulness, empathy, attachment theory, and psychodynamic psychotherapy.

**CME FOR PHYSICIANS:** We began this program in 2012 in partnership with the Dartmouth-Hitchcock Medical Center and it now includes 15 courses available online from our Website.

**THE HUMAN JOURNEY:** Stimulated in part by the new findings that trace all non-Africans today to a single population emerging from Africa 80 - 50 thousand years ago, we revised the *Our Distant Ancestors* section and began a new mobile friendly, easily accessible design of the website. We also completed sections on *Education in the Modern World*, *International Aid*, and a piece on *The Economics of Renewable Energy*, as well as reports on several seminal works, such as: *Capital in the Twenty-First Century* by Thomas Piketty.

**ISHK ADMINISTRATION:** The ISHK Book Service is now run via our online web services. All titles from both ISHK imprints, Hoopoe Books and Malor Books, are now available directly through our website and orders fulfilled by Amazon and Ingram.



Share Literacy has distributed more than 730,000 to schools in the last 17 years in the U.S., Canada, Mexico, and other areas



Books for Pakistan program has distributed almost 100,000 books in three bilingual editions



ISHK Continuing Education programs added essential new courses & categories

# Hoopoe Books - [www.hoopoebooks.com](http://www.hoopoebooks.com)



## New Hoopoe Editions

In our effort to help children all over the world, Hoopoe produced seven of the titles by Idries Shah in an Arabic-English edition. In December, UNHCR provided 11,000 of these together with a teacher guide for classroom use to Syrian refugee children who are now in camps in Lebanon.

This year we released Spanish-only and English-Urdu editions of Idries Shah’s Hoopoe titles.

We continue to try to expand the *Tales from Around the World* section of our list, and invite writers who wish to be part of this project to contact us at: [hoopoebooks@aol.com](mailto:hoopoebooks@aol.com).

## eBooks for Hoopoe

In 2016 we published eleven Hoopoe titles by Idries Shah and the four titles in the *All About Me* series on Amazon Kindle and iPad.

## Facebook, YouTube, Twitter, & other Social Sites:



Thanks to our volunteers, Hoopoe continues to update our Facebook, YouTube and other social media sites. Follow us there and on the “NEWS” section of our websites to get the latest news for Hoopoe Books, Books for Afghanistan, Books for Pakistan, and Share Literacy!

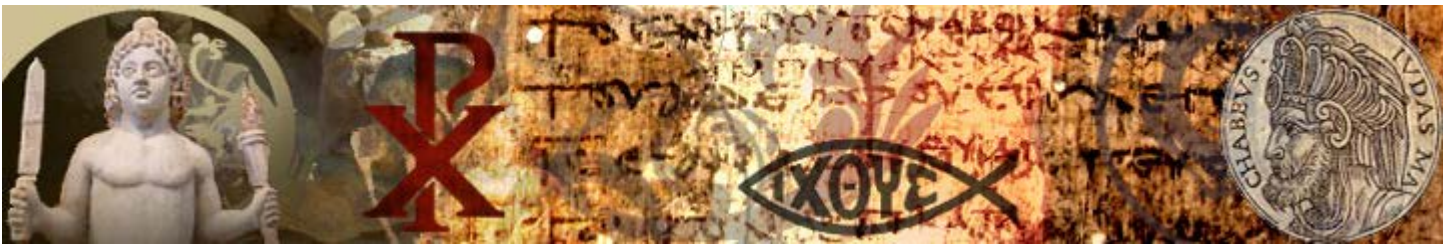
**Idries Shah’s Hoopoe Books were published in eBook formats for Kindle & iBooks**





# A New Book on Spirituality

## God 4.0



This book by Robert Ornstein is in the drafting and it is hoped that it will be finished in 2017 and published in the following year. *God 4.0* unites findings on the origins of humanity, the ancient temples, the Neolithic revolution, modern religions, current psychology, anthropology and neuroscience and religious studies. Taken together this wealth of material strongly suggests that “knowing God” is a further development of cognition that opens an extra-dimension latent in consciousness. The common element that’s already a part of us is a set of connections in the brain that have the potential to reach for this extended perception. This new explanation is in no way a reduction of the majesty of religion, but instead a rectification of the inflated terms that have come down to us: “angels,” “Heaven and Hell” – themselves metaphors upon metaphor.

Seen in this light, one can understand sayings of Jesus, Moses, Mohammed and others in a new way. For instance, Jesus’s words: “the ... Kingdom is spread out upon the earth, and people do not see it.” Colloquially, this is a way of saying, “It’s not what you believe, it’s what you perceive.” It is a reminder that a wider perception is much, much closer to everyday experience than most people believe.

While innate, this faculty is usually not fully developed, just as many other human capacities lie dormant in many of us. All human beings, for example, can speak and understand language, but to write it and read it demands a lot of teaching, and to write like James Joyce needs a combination of talents. Similarly, all human beings can understand the concept “one, two and many” for quantity, but to learn arithmetic, algebra, geometry and calculus demands a lot of work. And beyond that there are the divas of math such as Newton and Ramanujan. So all of us have a nascent, intuitive sense which is the basis of spirituality. The capacity for an expanded consciousness of the connectedness of all life is like these other faculties – a part of everyone’s natural endowment and something that can be developed.

Development of this particular faculty is sometimes called “wisdom,” “perspective,” “the third eye,” deep or direct perception, or “seeing God.” Fortunately, the neuropsychology of this faculty is now becoming understandable, which opens that process and progress to many of us rather than (as in the past) to a select few. Such an approach is now urgently needed, and as our view of consciousness and its possibilities changes, so too will our understanding of religion and science – something that could have far-reaching effects on our common human future.

# Share Literacy - [www.shareliteracy.org](http://www.shareliteracy.org)

Share Literacy is now in its 17th year of operation, and during that period has distributed more than 730,000 books to schools, early child development centers, youth programs, homeless shelters, hospitals & clinics, and community service centers, etc., in the USA, Canada, Mexico, Africa, and Haiti. These organizations (some of the most current are listed on the next page) depend on our help every year to brighten up the lives of the children they serve. Educators around the country continue to use our excellent standards-aligned teacher lesson plans available as free downloads on the [www.hoopoebooks.com](http://www.hoopoebooks.com) site.

Throughout these years, with the help of donors and volunteers, through the Hoopoe Share Literacy Holiday and other give-away programs, we have given Hoopoe books and kits in English and Spanish-English bilingual editions to young children in programs all over the country. A special printing of 20,400 books was ordered in November this year and delivered in January 2017 to the Chapters in California, Massachusetts, and D.C., and will be distributed by volunteers throughout 2017. In addition, ICE volunteers in Canada will be distributing 12,600 copies of *The Farmer’s Wife* by Idries Shah to schools and organizations serving at-risk children in Canada.

**THANKS TO OUR SUPPORTERS AND VOLUNTEERS,  
18,513 UNDERSERVED CHILDREN IN THE USA  
RECEIVED A HOOPOE BOOK OF THEIR OWN**

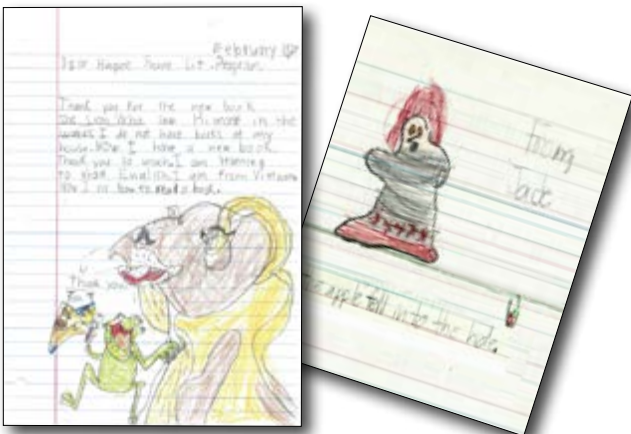


Children from Parkside ECDC, Brooklyn NY, with their copies of *The Farmer’s Wife* and *The Lion Who Saw Himself in the Water*, both by Idries Shah

*“I have just received the two boxes of books from Share Literacy. It’s a great story with beautiful illustrations that bring the animals to life. On behalf of the team, the shelter libraries, the children and their parents, we send our heartfelt thanks for your generosity and dedication to literacy.”*  
—Allison Osborne, Education Specialist - AmeriCorps, NYC Department of Homeless Services



First Grade Students from Union Hill School, MA, hold their copies of *The Farmer’s Wife* by Idries Shah



Thank you letters from students of Alum Rock Schools, San Jose, CA



Share Literacy (Continued)

94 Schools and/or Family Organizations Received Books in 2016-Early 2017, including:

- A. Sanchez Intern'l. Elementary Sch., Lafayette, CO
- Alum Rock Union School District - 18 schools, San Jose, CA
- Americorps, NY Dept. of Homeless Services
- Baltimore MD area – over 12 elementary sch.
- College of Southern Nevada, Children's Literacy Program, Las Vegas, NV
- Department of Homeless Svcs., New York, NY
- East Palo Alto Kids Found., Palo Alto, CA
- Ecumenical Hunger Progr., E. Palo Alto, CA
- Family Giving Tree Backpack Program, Milpitas, CA (for Summer 2017 program)
- Family Supportive Housing, San Jose, CA
- Higher Horizons Head Start, Falls Church, VA
- Homeless Prenatal Program, San Francisco
- I Have A Dream, Boulder, CO
- ICE, Canada
- Iraqi Refugee Community, San Jose, CA
- Learning Resource Alliance, Chicago, IL area
- Loma Vista Academy, Petaluma, CA (14 Classes)
- Lutheran Social Svc/Refugee-Immigrant Svcs., Hyattville, MD
- Menlo Park, CA, children in low-income housing areas (through a community organizer)
- New York area: 6 Early Child Development Centers
- Partners in Literacy, Denver, CO
- Ravenswood School District, 6 schools, East Palo Alto, CA
- Reading Bonanza, East Palo Alto, CA (for Summer 2017 program)
- Sunnyvale Dept. of Public Safety's Junior Giants, Sunnyvale, CA (for Summer 2017 program)
- Worcester City Public Schools - 21 schools (distributed by Worcester City That Reads Program)



Students from Burncoat Street Preparatory School, Massachusetts

*“Thank you so much for the books for my kindergarten class. They were beyond excited to be able to take home their very own book and CD... As a teacher I greatly appreciate the gift. Books are one of the greatest gifts they can get.” –Mrs Martinez, Ryan Elem. School, San Jose, CA*



Reading together at the “Reading Bonanza” event in East Palo Alto CA, a program that has received Hoopoe books every Spring for the last several years.



Books for Afghanistan - [www.booksforafghanistan.org](http://www.booksforafghanistan.org)



This project was conceived back in 2005 and implemented in 2007 as a way to “repatriate” the Hoopoe stories collected by Idries Shah by providing them, with ancillary teacher guides, as illustrated bilingual Dari-Pashto and English paperbacks for the children of Afghanistan as an aid to literacy.

Thanks to grants and to the generosity of our supporters, we have now distributed over 4.4 million Hoopoe books in Dari-Pashto and English since January 2007 when we first obtained the Afghan Ministry of Education (MOE) approval to provide these books and began our program.

In spite of increased security issues, and the constant disruption of electrical power by Taliban insurgents, our intrepid partners, **Khatiz Organization for Rehabilitation**, distributed another 142,311 books this year, mostly to three mobile libraries which ensures that every book gets read by multiple children.

HADIA/Moska Mobile Library, the largest mobile library in Afghanistan, distributed books in Kabul, Nangarhar, Herat and Wardak provinces.

*“... in most areas of Afghanistan once girls reach the age of puberty, they are usually stopped by their families from going to school and are inside their houses all the time. What we have been noticing is that such girls are also getting the benefit of our mobile library. They stand at the doorstep of their houses and send their young siblings to the librarian and ask for books. I can imagine, it would be hard for them to have been educated to the extent that they can read and write and then not have access to anything to read. So Hoopoe books bring them that joy of books. Our librarian in Nangrahar has received letters of thanks from some of such girls, which gives me (at a personal level) a lot of satisfaction as we are able to operate within the norms of Afghanistan traditions and yet reach out to young girls and ladies with these books.*

**– Mahir Momand, Founder and Exec. Director, HADIA/Moska Mobile Library**



Mr. Hussein has created a unique bicycle library where he hands books out to children of Bamyan. Read more about this program on our website





HADIA/Moska Mobile Library reaches thousands of children providing them with Hoopoe Books.



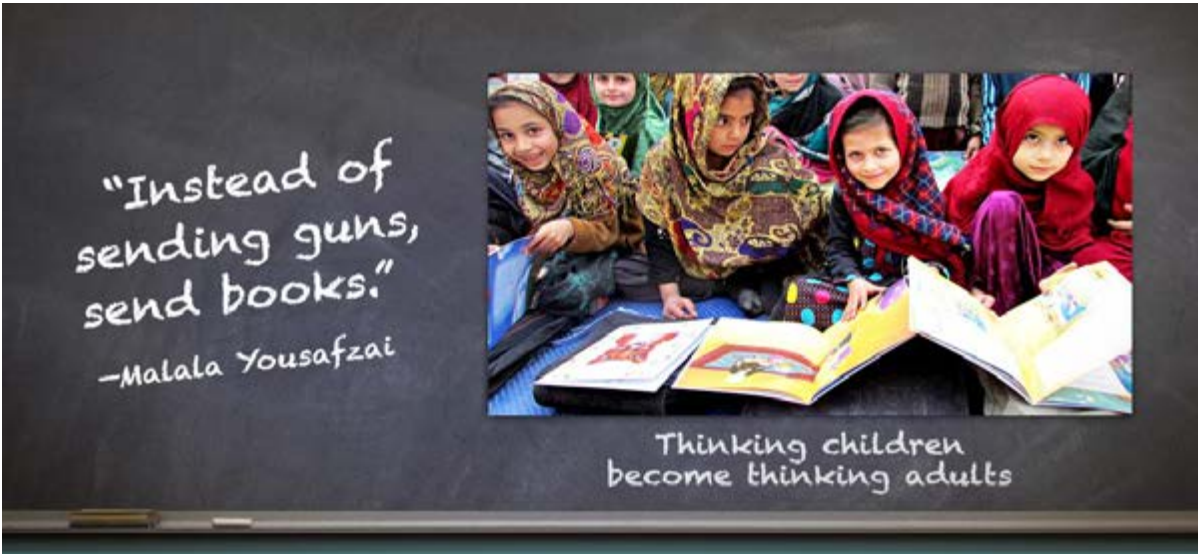
Girls and boys receive a Hoopoe book on International Children’s Day in Spin Boldak district of Kandahar Province, thanks to Qalam Lar Civil Society, a mobile library run by Maitullah Wesa.

**“In 2009, I started working and helping kids by building libraries and schools, distributing books and school materials for kids and so on. It helped me cure the pain in me that I had received that day when my friends and I wept in front of our school as it was burning to the ground. Education is the only way to end war in Afghanistan.” –Matiullah Wesa.**

Since 2012, Afghan Mini Mobile Children’s Circus (MMCC) has distributed Hoopoe books to children at their circus events, in their education centers, in schools and orphanages as they travel around entertaining children throughout Afghanistan. In June we were able to provide the Afghan MMCC with another 20,000 Hoopoe Books which were distributed to young audiences in Herat Province.

**We encourage our supporters to keep up with our progress through our website and Newsletters and to help spread the word about our programs in 2017.**

**Books For Afghanistan Website ([www.booksforafghanistan.org/news/](http://www.booksforafghanistan.org/news/)) & Newsletters:**  
In addition to the latest NEWS, this website provides so much more on our goals and progress in Afghanistan. Readers can request our free quarterly Newsletter, purchase gift cards and greetings cards to use throughout the year – or just donate! The site also has great ideas for ways you can help this effort – all downloadable. It includes wonderful photos of Afghan children with the books, teacher feedback, and reprints on the program from the media.



**We now have a website for Books for Pakistan:** Visit our new mobile-friendly new website for more information on our program, and our progress throughout next year.

Since this program began in 2011, we have printed a total of **100,000 English-Urdu, Urdu-Pashto and Urdu-Sindhi editions** of Hoopoe children’s Teaching-Stories by Idries Shah.

Our major effort this year, with our partners Alif Laila Book Bus Society, was to donate a set of 10 Hoopoe Books and puppets to all 3,809 BECS schools in Balochistan, Sindh, Federally Administered Tribal Areas (FATA) and Southern Punjab. These BECS programs for out-of-school children are an innovative initiative taken by the Government of Pakistan. Their goal is to strengthen non-formal approaches to supplement formal education for the eradication of illiteracy and the achievement of Universal Primary Education (UPE). 80% of BECS teachers/staff and 60% of students are female.

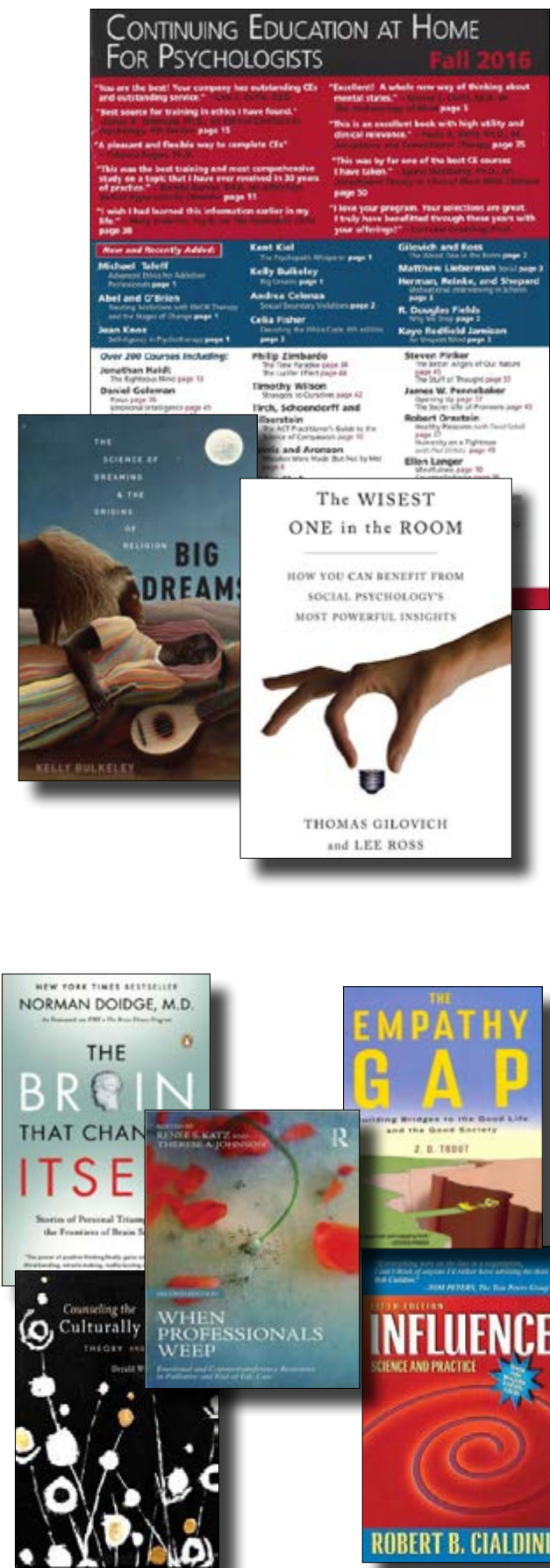
2017 began with excellent news from an unsolicited letter from Muhammad Suhail, the Assistant Director of the FATA Ministry of Federal Education in Pakistan. **Since the Hoopoe books arrived in the FATA BECS schools, attendance increased from 60-70% up to 100% because all the children wanted to read them and play with the puppets.**



*I asked a female student of grade 4 regarding her punctuality as I checked and she had remained absent from school previously, she replied that “I avoid absentee ... just because of the story and reading books”. –Muhammad Suhail, the Assistant Director, FATA Ministry of Federal Education*



# Continuing Education at Home



## CE FOR PSYCHOLOGISTS www.ishk-ce.com

Our Continuing Education informs the teachers who influence future generations. ISHK has concentrated on the mind in many aspects of our work, and this program, directed by Charles Swencionis, offers ideas not often presented to working professionals.

We're pleased that this project continues to change the minds of professionals, here's one quote referring to *The Archaeology of Mind: Neuroevolutionary Origins of Human Emotions* by Jaak Panksepp and Lucy Biven **"A whole new way of thinking about mental states. Excellent!"**

This year psychologists took about 2000 courses and some very important books were added, for example: *Why Torture Doesn't Work: The Neuroscience of Interrogation*; *The Male Brain*; *The African American Child*; *Social*; *Neurotribes*; *Big Dreams: The Science of Dreaming and the Origins of Religion*; *The Wisest One in the Room: How You Can Benefit from Social Psychology's Most Powerful Insights*. We are currently adding: *Big Gods: How Religion Transformed Cooperation and Conflict*; *Consciousness and the Brain: Deciphering How the Brain Codes our Thoughts*; *The Feeling Brain: The Biology and Psychology of Emotions*; *The Self Illusion: How the Social Brain Creates Identity*. All highly recommended, interesting reads.

## CME FOR PHYSICIANS www.ishk.com (choose CE at Home/CME Medicine)

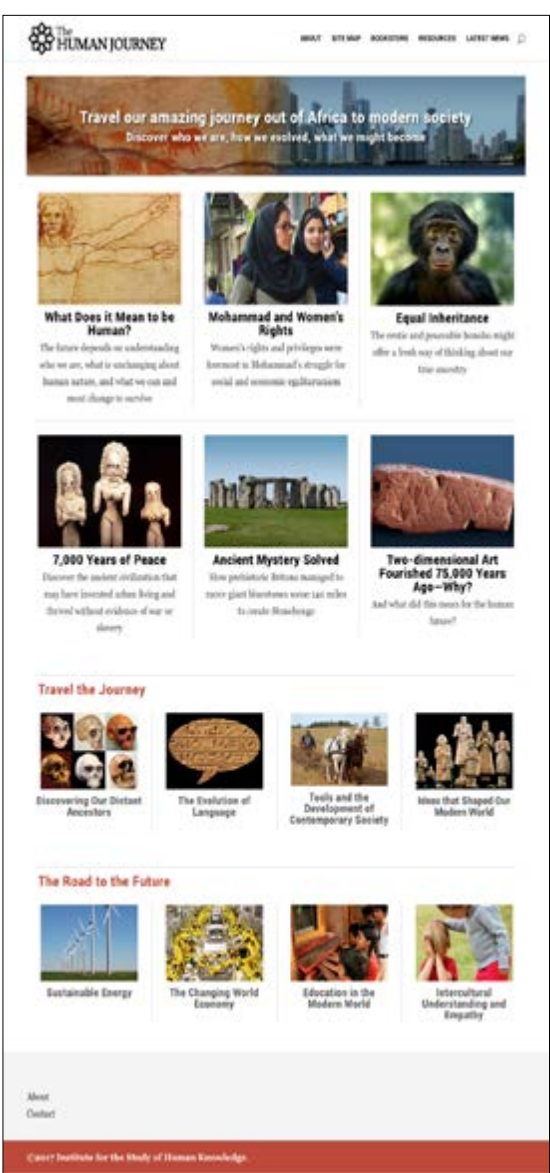
We began this program in 2012 in partnership with the Dartmouth-Hitchcock Medical Center and Dartmouth Medical School in order to broaden the base of information relating to physician practice. Directed by Margaret Caudill Slosberg, M.D., this program further broadens the base of information, in this case, relating to physician practice.

# The Human Journey - <http://humanjourney.us>

ISHK is founded upon taking a multiple-discipline approach to the questions of who we are, where we came from, and what we might become. Looking at ourselves from all angles, from contemporary psychology, education, anthropology, medicine, evolutionary biology, neuroscience, and ecology — as well as from traditional systems of knowledge, **The Human Journey** is where we have put it all together.

## A lot has happened on the site this year:

- Studies were published by three separate teams confirming that all non-Africans today trace their ancestry to a single population, emerging from Africa between 80,000 and 50,000 years ago. In the light of these and other new findings, we have revised the initial section *Our Distant Ancestors*.
- We completed the section on *Education in the Modern World*, providing an overview of how education has and should be developed and an examination of what programs prepare people, both rich and poor, for the modern world. Included in this section are reports on two important works: *One World Schoolhouse: Education Reimagined* by Salman Khan and *Improbable Scholars: The Rebirth of a Great American School System* by the nationally known education expert David L. Kip.
- We also completed a comprehensive overview of International AID, its history, benefits and disadvantages, examining what works, what doesn't work, and why.
- And we added a piece on *The Economics of Renewable Energy*, as well as reports on several seminal works, such as: *Capital in the Twenty-First Century* by Thomas Piketty.



The new Homepage of **The Human Journey** website

## A redesigned website has begun —

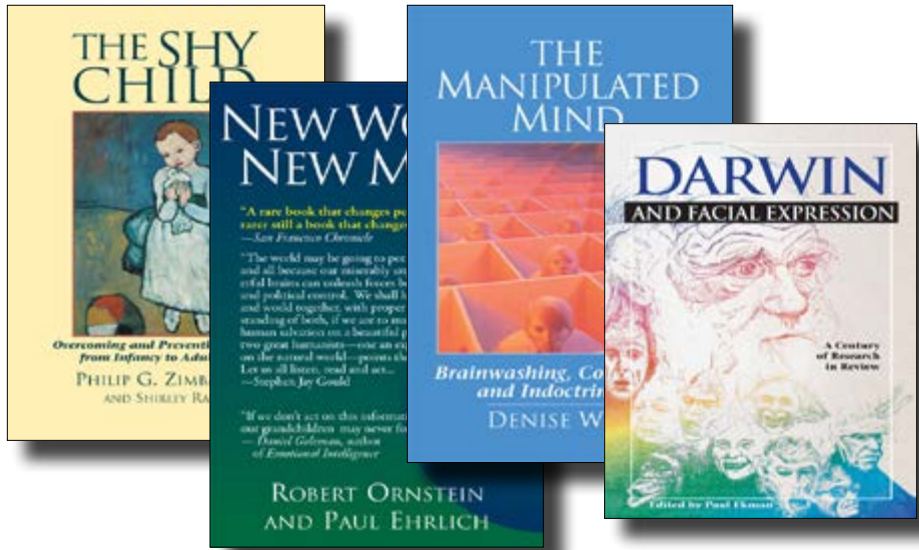
Technology and accessibility to informational websites have transformed since ISHK began the site in 2010. So, we are currently redesigning our website, providing a new authoritative and welcoming design that will attract and stimulate inquisitive minds, young and old. The design of the homepage, shown above, will draw people in with intriguing questions and then follow up with more information. During the time we developed *The Human Journey*, other sites have presented in-depth information on human evolution, genetics and the like, which we will now link to for our readers.



ISHK’s Malor Books imprint was launched in 1995 to keep seminal works in print that would otherwise not be available. Malor Books publications are used in hundreds of university courses around the world.

In order to ensure that the information contained in these definitive titles remains available for future generations, Malor Books continued making works available through online stores. Amazon’s Kindle, Google Books, and other eBooks sites now have many of the Malor Books in digital editions available for purchase. Libraries are able to purchase books through our online distributor, Ingram.

By the end of 2016, most of our Malor Books were made available directly through Ingram.com and Amazon.com, including:



## ISHK Administration Changes

Since 2013, our administrative address in Los Altos is 171 Main Street #140, Los Altos, CA 94022. We have closed both our Los Altos and Cambridge offices. Our book and program fulfillment operations are now run through our website and Ingram and Amazon online services.

Our paid staff is now reduced to part-time individuals, who all work many more hours *pro bono* than they should, and we are fortunate to receive additional help from old and new volunteers who assist in a million significant ways. They run the CE@Home programs, maintain our 5 websites, write articles for and redesign the new Human Journey website, provide public relations support for new Hoopoe editions, maintain Hoopoe Facebook and social media, undertake grant research and writing, provide translation, editorial, graphic and layout assistance, write and edit teacher guides and lesson plans, and run book donation chapters for Share Literacy.

We could not run ISHK without this extraordinary help and without the support of our donors.

## Officers, Board of Directors, Advisors, and Contributors

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Jonathan Russell  
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