



PLANTPURE COMMUNITIES

HELP US SPREAD THE
HEALTH MESSAGE OF
PLANT-BASED EATING!

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Our Mission

The mission of the nonprofit **PlantPure Communities** is to build stronger, healthier, and more sustainable communities. This is being accomplished through a wide range of research, policy, and program activities and working with local nonprofits, businesses, governments, hospitals and health-related organizations, faith-based groups, and other community organizations.

History

PlantPure Communities (PPC) was formed partly as an outgrowth of the 2015 hit documentary, *PlantPure Nation*. This film documents the suppression of important taxpayer-funded scientific nutritional research that proves a whole food, plant-based (WFPB) dietary lifestyle is optimal for human health. It includes a call-to-action at the community level, which has resulted in tens of thousands of people joining the PlantPure Communities Pod Network, fueling a grassroots movement.

Research has proven that many of the serious chronic diseases that kill most Americans are a result of the standard American diet (SAD) and lifestyle. Heart disease, diabetes, and many other chronic conditions have been shown to improve and even to be reversible by adoption of a WFPB diet. Unlike pharmaceuticals, which typically address the symptoms, a WFPB diet can do the job of eliminating the underlying causes of the condition, and without negative side effects. It can also significantly reduce the likelihood of ever developing serious chronic diseases in the first place!

PPC works to share the health and empowerment message contained in important scientific nutrition research, much of which was led by T. Colin Campbell, PhD., as detailed in his book, *The China Study*. Nelson Campbell, who is Dr. Campbell's son, produced the *PlantPure Nation* film and founded PPC.

Our Programs/Initiatives

- Through the **Oasis Jumpstart program**, PPC brings healthy food and nutrition education to underserved neighborhoods. Oasis participants who struggle with diabetes, heart disease, hypertension, obesity and other food borne illnesses, learn about the benefits of a plant-based diet, while experiencing firsthand its powerful health impacts via biometric testing.



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- The **PlantPure Communities Pod Network** supports and empowers a grassroots movement of independent groups (“Pods”) and people working to promote the benefits of a whole food, plant-based lifestyle by sharing nutrition information, offering support and leading project and policy initiatives. Through on-the-ground, locally based actions, the Pods have the capacity to achieve real change - to shift away from the standard American diet (SAD), and towards a whole food, plant-based (WFPB) diet - to change what is “normal” in the larger American culture. More than 40,000 people in over 460 groups (“Pods”) have joined the Pod Network.
- To support the Pods in instituting various campaigns and activities that will impact their neighborhoods, PPC has created a series of **Toolkits** - covering Vegfests, dining out, school lunches, gardening, and more. Group Leaders can offer a menu of options so Pod members can choose what interests them, and the toolkits provide the roadmap and resources to achieve those objectives. New toolkits are being released regularly, so check PPC’s website often.
- **Scholarship Opportunities** have been offered to Pod leaders through a collaboration between PPC and the T. Colin Campbell Center for Nutrition Studies (CNS) for the Plant-Based Nutrition Certificate Program offered through CNS and eCornell. This scholarship opportunity is intended to insure that the educational benefits of plant-based nutrition are shared with local leaders who are working to improve their lives and their community.
- In the summer 2017, the PPC **Advocacy Council** was officially established. As there is a constantly growing set of important issues with which PPC could get involved, the Council is guiding PPC’s priorities, and at the same time screening new issues to insure that PPC’s unique strengths are used to leverage authentic change. PPC’s advocacy includes: the PlantPure Communities Restaurant Campaign, which is engaging Pods in activism at the grassroots level; and support for PCRM’s effort to improve SNAP (aka food stamps) so that it prioritizes healthful foods to address both hunger and malnutrition while saving both money and lives.

Contribute

All donations are very much appreciated and allow PlantPure Communities to carry out our robust agenda. We appreciate your generosity as we spread the health message of plant-based nutrition! If you would like to make a donation or explore other ways to give, such as donating a vehicle or supporting PPC when you shop, please visit plantpurecommunities.org.

Disclaimer: The information shared by PPC is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding a medical condition. If you are on medication and are changing to a whole food, plant-based diet, you should discuss with your healthcare provider the changes that you are making in your diet and how these changes may require an adjustment in medication dosage. It is important that you work with your doctor to monitor your condition and medication dosage during your change of dietary practices.

Updated November 2017