



National Open Invitation to Participate in the PlantPure Communities Oasis Jumpstart Program

Eligibility

- 501(c)(3) nonprofit organizations in the continental United States; or
- Pods, groups and other entities such as medical clinics, medical schools, medical researchers, etc., which are committed to advancing a whole food, plant-based (WFPB) lifestyle.

There is no cost to [apply](#)

Overview

The nonprofit PlantPure Communities (PPC) invites eligible entities to participate in an exciting health initiative. Through the PPC Oasis Jumpstart Program, healthy meals and nutrition education are being made available in low-income, food-desert, and other underserved neighborhoods at affordable and subsidized prices. The Oasis Program brings the 10-day Jumpstart (as seen in the 2015 documentary *PlantPure Nation*—now [available for free on YouTube](#)), to people who otherwise would not have access and/or could not afford it. It empowers participants with knowledge and tools to take control of their health through nutrition, by enabling them to experience the benefits of a plant-based diet first-hand. The 10-day Jumpstart serves as the foundation and starting point of a 13-week support program, and longer term community support initiative. Approximately ten (10) Oasis Jumpstart Pilots will be carried out in 2018.

The Oasis Program was created in 2016 and is still in the pilot stage. To date, several Oasis Jumpstarts have been completed in Pilot communities (see [Success Stories](#)). Oasis participants have seen dramatic health changes in a short amount of time and are inspired to make the lifestyle changes permanent. Biometric testing is done on the day before the 10-day Jumpstart commences and again on the day after the completion of the 10-day Jumpstart. The following biomarkers are measured: height, weight, body mass index, blood pressure, total cholesterol, LDL, HDL, fasting blood glucose, and triglycerides. PlantPure Communities (PPC) provides the program structure and participant forms, reduced pricing on plant-based meals, nutrition education, and project management support to the local Group that will be selected to coordinate each Pilot on-the-ground. The goals of the Oasis Jumpstart Program include both short-term impact and long-term, lasting change. The intensive 10-day Jumpstart period is intended to empower motivated participants.

In the first round of Oasis Pilots (2016-17), it was determined that the involvement of local Pods contributes greatly to long-term success. For more information about Pods and Pod Network, see [the Pod Network page on PPC's website](#).

Benefits to Selected Community Groups

Community members who experience chronic health challenges due to poor nutrition have a direct impact on local, state, and national economies. For example, they are more likely to miss work and generate increased healthcare costs. Evidence-based nutrition research has shown that a whole food, plant-based diet is effective in preventing, arresting, and even reversing many chronic disease. The Oasis Program empowers participants with the knowledge and resources they need to decrease or eliminate the need for medications, improve their levels of mental and physical fitness, and institutionalize neighborhood-based support for long-term success. Key elements also include:

- Nutrition education that covers breakfast and snack tips, dining out, plant-based eating on a budget, and the fundamentals of transitioning to a plant-based diet;
- Financial support (partial) for biometric testing, if not available via donation or medical insurance reimbursement;
- Reduced-cost WFPB meals from PlantPure, Inc. during the 10-day Jumpstart;
- Strengthened capacity to carry out short-term and long-term food/nutrition initiatives;
- Improved self-sustainability via a gardening workshop on the Square Foot Gardening Method;
- Assistance developing relationships with local philanthropic sources for long-term support; and
- Energized Pod members for long term community building and support.

Selection Process and Criteria

The demographics, need, mission alignment, and access to local support will be important factors in determining whether an entity is selected to participate as the local coordinating Group to carry out an Oasis Pilot. A high level of support and commitment by the applicant must be documented, including a resolution passed by the senior management or board of the applicant entity; and a description of the leadership team that will be carrying out the Pilot, including the resume of the local Program Coordinator. The local Program Coordinator may be paid staff or a volunteer, but it must be a person who has the willingness and time to facilitate the program, as well as the trust and direct, easy access to the selected group's leadership.

Submissions will be evaluated according to the following criteria:

Need: as determined by demographics, such as income level and access to fresh food (food deserts), as well as the prevalence of chronic diseases and other relevant data.

Local Interest: 30 - 35 highly committed participants is optimal for an Oasis Jumpstart. Documented evidence of the breadth of the community's interest in participating in the Oasis Jumpstart will be an important factor. Some communities have found it useful to screen the *PlantPure Nation* film prior to application and participant registration in order to gauge community interest. A pre-registration list reflecting interest by community members would strengthen an application, but is not required.

Strength/capacity of local leadership: There are many factors that contribute to a successful Oasis Jumpstart. Local groups that already have some depth/capacity are generally better positioned to achieve

success. At a minimum, the applicant should have a thorough understanding of what is required and a preliminary plan to secure the capacity if not available in-house. Therefore, the applicant's existing or potential ability to manage each of the following will be important:

- The organization's ability to manage day-to-day logistics, and their knowledge of a whole food, plant-based diet;
- The organization's mission alignment, reputation, and track record in the food, nutrition, & health arena;
- The organization's experience or existing relationship with entities that conduct biometric testing, data collection, and their ability to comply with federal HIPAA requirements;
- The organization's track record and relationships that support their ability to raise funds for the Pilot and beyond, and also their ability to acquire donated and/or reduced cost services and other resources to support the Pilot.
- The organization's ability to support the local Program Coordinator. This person can be a volunteer or paid staff, and must be able to devote a significant portion of time during the planning, 10-day Jumpstart, 13-week supplemental support program, and long-term Pod support. During the two-week preparation period leading up to the 10-Day Jumpstart, and also during the 10-day jumpstart period, as much as 50-75% of the Coordinator's time may be required.
- A relationship with an entity, such as a faith-based organization or food bank, that can help coordinate receipt of a pallet of food containing 600 frozen meals. (This is a requirement when using the pallet of frozen meals. Note: part of the cost reduction is due to reduced delivery fees connected to ordering a full pallet of meals.)
 - There must be a loading dock at the drop off location.
 - There must be sufficient room for a 40' semi-truck and container at the drop-off location.
 - Logistics must allow for storage of food for short periods of time.
- A relationship with a local healthcare professional that is willing to participate on a pro bono advisory basis, and offer general information and guidance on plant-based nutrition and the biomarker testing process. The main task for the local healthcare professional is to make a presentation at the beginning of the 10-day Jumpstart.
- Access to meeting space that allows for cooking demos, movie screenings and monthly meetings.

Cost

The cost of each Oasis Jumpstart will vary based on each community's needs. The gross cost to carry out the Jumpstart with 30 participants is between \$9,000 and \$18,000, depending on the amount of supplemental services and other factors. In previous Oasis Pilots, the local groups were effective in securing low cost and pro bono services; and also in securing grants and donations to help reduce the cost to program participants. In addition, there will be other participant costs connected to the breakfast, snacks and sides/salads, which are not included in these numbers. With an eye toward ensuring the success of as many Oasis Jumpstarts as possible, PPC will provide limited subgrants to help cover costs where the need is great and the local entity has tried unsuccessfully to secure the full amount needed. In general, PPC will provide subgrants up to \$2,000/Pilot. At the same time, PPC is working to raise funds to grow the program's depth and to reach as many communities as possible, so the subgrant amount, if needed will be determined on a case-by-case

basis. The total per-person gross cost for a baseline Pilot is about \$300/participant (\$9,000 total). With reduced pricing on the food and other services, donations, pro bono services and grants/subgrants, it is anticipated that the cost that each participant will be required to pay can be as low as \$40 per person, or it could be zero.

Background

Despite spending more money than any other country in the world, the American healthcare system has failed to stem the rising tide of chronic disease. Its primary weapons, a plethora of pharmaceuticals, mostly focus on symptoms and do not address root causes. As the number of Americans suffering from heart disease, diabetes, cancer, autoimmune diseases and obesity continues to skyrocket, there is a growing recognition that these chronic problems are somehow connected to what we eat. Most people who grew up eating the standard American diet (also known as the SAD) are confused about what constitutes a healthy diet. Today, half of all Americans are on some form of prescribed medication, and millions struggle with the ravages of chronic disease—they know they need to eat healthier, but fad diets have only made things worse and they don't know where to turn.

Beyond chronic health problems, the SAD is also creating devastating environmental impacts with global consequences. Consumption of animal-based foods contributes to soil loss, groundwater contamination, deforestation, fossil fuel use, and depletion of deep aquifers. Our system of livestock production wastes precious resources and destroys the environment. It is estimated that animal-based food requires about 50 times the land and water resources as the same number of calories of plant-based food. There is also growing concern about deforestation in the tropics—as much as 80% attributed to new farmland used for livestock grazing and feed production.

Research has proven that a whole-food, plant-based diet is optimal for humans. This diet can prevent serious chronic diseases and also reverse many of America's biggest killers (e.g., heart disease and diabetes), and it can do so rapidly. Unlike pharmaceuticals, which typically address the symptoms, food can do the job of fully treating the underlying disease, and without negative side effects.

As bad as the problem is in the general population, it is even worse in low-income areas. Studies show that children from lower-income households were twice as likely to be obese as children from higher-income households, and the rates of severe obesity were approximately 1.7 times higher among poor children and adolescents. Exacerbating the problem, 11.5 million Americans live in food deserts. (The [federal government defines food deserts](#) as areas “in the U.S. with limited access to affordable and nutritious food, particularly such an area composed of predominantly lower-income neighborhoods and communities.”)

PlantPure Communities Mission and History

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 other health-related organizations, faith-based groups, and other community organizations. PlantPure Communities was formed partly as an outgrowth of the 2015 PlantPure Nation film which documents the suppression of important taxpayer-funded scientific nutritional research that proves the benefits of a whole food, plant-based diet. The film includes a call to action, which has resulted in the involvement of thousands of people joining the PlantPure movement.

An underlying tenet of PlantPure Communities is to get the word out about important scientific nutrition research, much of which was led by T. Colin Campbell, PhD., as detailed in the book, The China Study. Dr. Campbell serves as an advisor to the organization. Nelson Campbell, the son of Dr. Campbell, is the founder of PlantPure Communities and the director of the PlantPure Nation film.

Getting Started/Post Selection

PPC will enter into a Memorandum of Understanding (MOU) with each successful applicant. The MOU will lay out the roles and responsibilities, mechanics and financial terms, including sources and amount of support and any requirements connected to that support. It will also lay out the responsibilities of the recipient organization, including appropriate accounting protections.

Deadlines

Open Invitation Issued: April 16, 2018

Webinar Q & A: April 25, 2018 (part of larger PPC Webinar) [Register by using this link.](#)

Response Deadline: May 21, 2018

Formal Selection Announcement: June-August (depending on volume of applicants)

Applications may be completed and submitted to PlantPure Communities online [using this link.](#)

Any questions should be emailed to info@plantpurecommunities.org.

Statement of Non-Commitment

Issuance of this Open Invitation does not commit PlantPure Communities to select communities or award resources. PPC also reserves the right to modify this Invitation and the program guidelines, submission deadlines and notification dates without prior notice.

Appendix

Explanatory Notes for Supplemental Application Form PPC Oasis Program Open Invitation

This document provides Oasis Jumpstart applicants with directions on how to fill out the required [Supplemental Application Form](#) connected to the Open Invitation Application for the PlantPure Communities Oasis Program.

Letter of Commitment from Applicant Organization's Leadership: (REQUIRED) - A letter from the organization's leadership expressing their full commitment and support of the Oasis Pilot must be submitted with the application.

Pods: If one or more Pods exist in the area, include the name(s) of the Pod and Group Leader. Indicate also whether the Group Leader of the Pod has been contacted as part of this application and whether they have indicated an interest in supporting the Oasis Pilot. A letter of support from the Pod, indicating their interest may be submitted with the application. For example, the letter could indicate that members of the Pod could serve as one-to-one mentors for Oasis participants, providing support during and after the 10-day Jumpstart period. Pod members may also coordinate activities such as potluck meals, plant-based cooking demonstrations, and discussion groups about shopping, reading food labels, and eating on a budget.

Meeting Space: The applicant will be able to secure space to host the following events associated with the Oasis Jumpstart and supplemental activities:

1. Biometric testing that will last up to four hours on day one and day 11 of the Jumpstart.
2. Group discussions on nutrition education, cooking demos, and support at least once a month.
3. Screenings of [PlantPure Nation](#) or the [PlantPure Nation Jumpstart video](#).

Healthcare Resource Person: The role of the Healthcare Resource Person is to offer general information and guidance on plant-based nutrition and the biomarker testing process to Oasis Pilot participants. This person should be a healthcare professional who is very familiar with the benefits of a plant-based diet as well as an advocate for the diet. The main task is to make a presentation at the beginning of the 10-day Jumpstart. This presentation should be consistent with [PPC's culinary philosophy](#) and include but not be limited to the following:

1. Encouraging participants to consult with their own physicians, particularly if they are taking medications for diabetes, high cholesterol, or high blood pressure.
2. Making participants aware of the powerful benefits of a whole food, plant-based (WFPB) lifestyle and how it can affect their health very quickly.
3. Offering an explanation of the biomarker data, and particularly:
 - at what point is a person pre-diabetic?
 - at what point is a person diabetic?
 - at what point does a person need to consult with a physician for high blood pressure?
 - at what point is a person considered to have high cholesterol?

4. Providing information of the importance of taking a Vitamin B12 supplement.
5. Providing referrals to [doctors who understand the benefits of a WFPB lifestyle](#) for those who do not have a physician.
6. If the Healthcare Resource Person is open to new patients/clients, let participants know how they can become a patient/client.
7. Answering questions the participants may have.

Biometric Testing: At the heart of the Oasis Jumpstart Program is the personal empowerment experienced by participants when they see the first-hand evidence, via biomarker testing, of the power of diet/lifestyle changes in their health and well-being. To this end, biomarker testing will be taken two times for each program participant. The first test will be taken prior to the first day of the 10-day Jumpstart (ideally the day before) and the second test will be taken on the morning after the 10th day of the Jumpstart. The applicant must be either able to perform tests for the following biomarkers in-house or willing to work with PPC to find a certified individual or organization that can do so:

- Lipid profile (HDL, LDL, triglycerides)
- Height, weight, and BMI
- Blood pressure
- Fasting blood glucose (best if water fast is done for 12 hours before test)

Nutrition Education, Cooking Demos, and Grocery Shopping Tours: While PPC provides a compendium of documents on its website under Oasis Resources to provide participants with fundamentals on adopting and maintaining a whole food, plant-based lifestyle, it is very beneficial for participants to have access to an individual or group of individuals who can provide answers to questions they are likely to have. In addition, providing an environment where participants can learn how to prepare whole food, plant-based meals will help create long-term change. Because it is a common myth that it is more expensive to eat a whole food, plant-based diet, teaching participants how to shop for and prepare healthy meals is essential. It will be helpful to find a certified plant-based health educator to conduct nutrition education, a grocery shopping tour, and plant-based cooking demonstrations. Here is a list of individuals, programs, and organizations that can potentially conduct the classes for free or at a reduced rate for participants in your area:

1. [Physicians Committee for Responsible Medicine Food for Life](#)
2. [Plant-based physicians, clinicians, and health professionals](#)
3. Local food bank

Square Foot Gardening: The Square Foot Gardening (SFG) Foundation teaches self-sustainability and self-reliance through gardening via the SFG method. The SFG method offers a simple system that can be implemented in just about any home (even those with extremely limited access to green space). Integrating the SFG method into the Oasis Program will provide participants and their families with locally grown, fresh, nutritious, organic food and help them become self-sustainable. Integrating the SFG method into the larger 13-week Oasis Program will powerfully reinforce the connection between health and food and increase the likelihood of achieving long-term success and lasting changes. A workshop on the SFG method should be conducted within a week (probably on the weekend) following the initial 10 days of the Jumpstart. A one-hour Square Foot Gardening (SFG) workshop is recommended and should be facilitated by a local individual (ideally [a SFG Certified Instructor](#)) or organization representative familiar with the method. Family owned and run garden centers, as well as stores with building and gardening departments like Home Depot, Lowes and Costco, are sometimes able to donate materials for a project like this. Consider asking building

contractors, pediatricians, hospitals, and community groups like Kiwanis or Knights of Columbus, who support health & wellness programs for youth, veterans, elderly and inner city initiatives for their support. For more information see: <http://www.squarefootgardening.org/>.

Mindfulness/Meditation: Research has shown that the practice of mindfulness can have dramatic, positive effects on health. It is recommended that participants take instruction in mindfulness-based stress reduction one day a week for at least four weeks. This might include courses in meditation, yoga, or other activities like Tai Chi. Applicants should look to the following organizations to provide instruction in mindfulness for free or a discounted rate:

- Meditation center
- Local community centers
- Yoga studios

Financial Literacy: Workshops on financial literacy can be helpful to those with limited incomes. Applicants should seek instructors who can help participants manage their finances, which will provide the added benefit of helping to decrease stress. Here is a list of potential resources that may be available to help conduct financial literacy classes in your area for free or at a reduced rate:

- [Bridges Out of Poverty](#)
- Local CPAs who wish to donate their time.
- [Dave Ramsey's Financial Peace University course](#)

Movement/Fitness: It is recommended that participants receive physical fitness training as part of the program. For example, this may include a fitness class, yoga class, or culturally appropriate dance class one day a week. Participants should also be encouraged to develop their own individual fitness goals and practices. Here is a list of potential resources that may be available to conduct fitness classes for Oasis participants for free or at a reduced rate:

- Fitness center
- Yoga studio
- YMCA/YWCA or community center