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The PlantPure Communities Oasis Jumpstart Program Program Summary

The nonprofit PlantPure Communities (PPC) created the Oasis Jumpstart Program to bring healthy food and science-based nutrition education to underserved neighborhoods across the country. Under the Program, which is still in the Pilot stage, seven Oasis Jumpstarts were completed in 2017 (Atlanta, Providence, Bullhead City and Chattanooga); and approximately ten Jumpstarts are being carried out in communities across America in 2018.

The Oasis Program offers participants the opportunity to learn about the benefits of a whole food, plant-based diet while enabling them to experience the powerful health impacts firsthand. The Oasis Pilots are modeled on the Jumpstarts conducted in Mebane, NC, that were documented in the 2015 *PlantPure Nation* film. The Jumpstart program has been fully validated – the majority of participants in the Mebane Jumpstart who were on prescription drugs were able to reduce or discontinue those medications after just 10 days, and many people with diabetes, high lipids, arthritis and other chronic conditions found relief by the end of the program. PPC is working with faith-based groups, food banks, businesses, government entities, health systems, clinics, Pods and local nonprofits to carry out neighborhood-wide Jumpstarts that are affordable and can be cross-subsidized. PPC is also working to establish a system that allows people to use SNAP benefits (aka food stamps) to pay for the food.

The focus of the Oasis Program is both short-term benefits and long-term, lasting change. Biometric data is collected for Oasis participants before and after the initial 10-day Jumpstart period, so each person experiences firsthand the powerful impact of nutrition on their health. An underlying tenet of the Oasis Program is to use the 10-day Jumpstart as the catalyst to attract and deliver a large, cooperative set of activities all working synergistically to achieve lasting change in the health and well-being of the participants and community. While it is anticipated that participants will be inspired to make lasting changes when they see the biometric data that proves the powerful benefits of eating plant-based in just 10 days, the Program also calls for a 13-week supplemental services component that will improve the likelihood of success in the short-term and sustaining change over the long-term. In Oasis Pilot communities, PPC works with local groups to help build new connections with local resources that offer support and education, such as cooking classes and grocery shopping/label reading tours, as well as local gardening, fitness classes, and more.

In its second year, the Oasis Program has been strengthened significantly through the integration of the PPC Pod Network into the planning of Oasis Pilots at the community level. The Pod Network involves thousands of people in independent groups (also known as Pods) who are working to promote the benefits of plant-based nutrition through sharing nutrition information and supporting one another in making sustainable lifestyle changes. Many of the people who participate in the Pods are playing an important role, as PPC brings the Oasis Program to scale – reaching underserved communities across the country. Already, hundreds of Oasis participants, their families and friends, have made the informed decision to take control of their health by changing what they eat.

For more information about PlantPure Communities and the Oasis Jumpstart Program, visit PPC's website at: plantpurecommunities.org/oasis-jumpstart-program/ or send an email to info@plantpurecommunities.org.

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