



# PLANTPURE COMMUNITIES

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

## Our Mission

The nonprofit PlantPure Communities works 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. PPC offers programs, resources, tools, and knowledge to empower community leaders, activists, and advocates to help educate people about evidence-based nutrition research that shows that optimal health may be achieved through a whole food, plant-based (WFPB) diet.

## History

PlantPure Communities (PPC) was formed partly as an outgrowth of the 2015 documentary, *PlantPure Nation*. This film documents the suppression of important taxpayer-funded scientific nutritional research and includes a call-to-action at the community level, which has resulted in tens of thousands of people joining the PlantPure Communities Pod Network, and the fueling of 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 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 and 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 first hand its powerful health impacts via biometric testing.
- The [PlantPure Communities Pod Network](#) supports and empowers a grassroots movement of independent groups ("Pods") 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 in their communities and beyond - to shift our notions of nutrition away from the standard American diet (SAD), towards a whole, plant-based diet. Along the way, Pods are changing what is considered to be "normal" in the larger American culture. Tens of thousands of people participate in approximately 500 Pods that have joined the Pod Network.
- To support the Pods as they undertake various campaigns and activities to impact their neighborhoods, PPC created a series of virtual [Campaign Toolkits](#) - covering vegfests, dining out, healthy school lunches, gardening, and more. Pods can choose what interests them, and the toolkits provide the roadmap and resources to achieve those objectives. New toolkits are released regularly, so check PPC's website often.
- [Scholarship opportunities](#) are made available through a collaboration between PPC and the T. Colin Campbell



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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.

- [The PlantPure Communities Restaurant Campaign](#) - aims to get every restaurant across America and the world, to offer at least one plant-based, oil-free meal on their menu. With a growing number of people requesting plant-based, oil-free options when dining out, this Campaign taps into the thousands of conversations that take place with the waiter and turn them into a menu change. Already a large and growing list of leaders have endorsed the Campaign and dozens of restaurants have made the change - check out the list of endorsers and map to see if a restaurant near you is involved.
- The [PPC Advocacy Council](#) helps shape PPC's policy activities. With the guidance of the Council, PPC spearheads policy activities and also collaborates with other groups. PPC advocacy includes: the PlantPure Communities Restaurant Campaign; collaboration with PCRM to improve SNAP (aka food stamps) so that it prioritizes healthful foods to address both hunger and malnutrition while saving both money and lives; and supporting efforts to bring evidence-based nutrition education to medical schools, coalition building to amplify the climate impacts of our food choices, and more.

## 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](http://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.*

*We welcome you to send suggestions and ideas to [info@plantpurecommunities.org](mailto:info@plantpurecommunities.org). This material may not be used out of context. Please refer to PPC's terms and conditions for more information. Updated August 2018.*