



PLANTPURE COMMUNITIES

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ACTION SHEET: OVERVIEW

Pods on Campus

Welcome to the Pods on Campus Toolkit! Creating a Pod on your college campus is an excellent way to share the plant-based message with those around you. Use the information within this Toolkit to create, structure, and grow your Pod on campus. This Action Sheet provides an overview of the Toolkit, and is great place to get started!

What is the PlantPure Communities Pod Network?

Featuring Dr. T. Colin Campbell, *PlantPure Nation* (2015), documents the suppression of nutritional research that proves a whole food, plant-based (WFPB) diet is optimal for human health. The documentary ends with a call-to-action to join a worldwide grassroots movement focused on sharing this health message through the efforts of independent groups ("Pods"), resulting in tens of thousands of people joining the Pod Network.

The Pod Network is maintained and supported by PlantPure Communities (PPC), a nonprofit organization founded by Dr. Campbell's son, Nelson. PPC provides the Pods with nutrition information, support, and guidance on project and policy initiatives. 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 WFPB diet.

Why create a Pod on Campus?

Are you passionate about all the benefits of a plant-based diet and interested in making a difference on your college campus and in your community? It is crucial that future (and current) generations of teachers, doctors, artists, lawyers, leaders, politicians, and beyond are knowledgeable about plant-based diets for our health and the environment. By creating a Pod, you can effectively share this important message with a variety of people and conduct projects and initiatives that will make a difference.

The Pod Network provides you with tips, information, structure, and a community of other group (Pod) leaders with whom you can connect. You and your Pod members will be part of the greater grassroots movement that is changing communities, norms, and lives! Additionally, you will gain valuable and transferable knowledge about running a club, managerial skills, building a board, event planning, having a vision/purpose, and so much more.

Work with an Existing Club or Create a Pod from Scratch

If there is a vegan or plant-based club on your campus, you may be able to turn an already established club into a Pod, or you may need to create a Pod from scratch. Use the *Action Sheet: Roadmap for Starting a Pod on Campus* to guide you.





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What's in the Toolkit

Use the Action Sheets included in this Toolkit for guidance on building the foundation of your Pod and creating a visible presence on campus. The Info Sheets contain useful information on various topics and are intended to be shared with everyone. (Check out the "Resources" page to see them all.) The Templates can be personalized to promote your Pod and recruit more interested students. The Multimedia Tools section includes PowerPoints and YouTube videos that can be presented at Pod meetings. Lastly, the Recommended Resources section contains links to articles and organizations that provide additional information related to starting a Pod/vegan club on campus.



We welcome you to send suggestions and ideas to info@plantpurecommunities.org This material may not be used out of context. Please refer to PPC's terms and conditions for more information. Updated June 2018.