



MEDIA ADVISORY

November 2, 2018

Contact: Yuridia Peña, ypena@somoscommunitycare.org, 917-920-0459

SOMOS COMMUNITY CARE & PLANTPURE COMMUNITIES TO LAUNCH NUTRITION PILOT FOR MEDICAID PARTICIPANTS

NEW YORK, NY – On **Sunday, November 4**, SOMOS Community Care and PlantPure Communities will kick-off the Harlem Oasis 13-week pilot program to empower Medicaid participants to take control of their health by providing access to a whole-food, plant-based diet and community support. The pilot includes a 10-day Jumpstart, which provides participants with healthy food and guidance on how to prepare simple meals and snacks. The goal is to help improve and reverse chronic illnesses in underserved communities.

WHAT: Harlem Oasis 13-week pilot kick-off

WHO: Upper-Manhattan Medicaid participants
SOMOS Community Care
PlantPure Communities
Plant Powered Manhattan
Dr. Juan Tapia-Mendoza
Dr. Diego Ponieman, SOMOS Chief Medical Officer
Brooklyn Borough President Eric Adams

WHEN: Sunday, November 4, 2018

TIME: 3 p.m.

WHERE: 3332 Broadway, New York, NY 10031

All media must RSVP to ypena@somoscommunitycare.org

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About SOMOS Community Care:

[SOMOS Community Care](#) is a non-profit, physician-led network of nearly 2,000 health care providers serving over 700,000 Medicaid beneficiaries in New York City. Launched in 2015 by its Chairman Dr. Ramon Tallaj, SOMOS Community Care is the largest and only physician-led

performance provider system participating in the New York State Delivery System Reform Incentive Payment Program (DSRIP). The SOMOS network includes providers delivering culturally competent care to patients in some of New York City's most vulnerable populations, particularly Latino, Asian, African-American and immigrant communities throughout the Bronx, Brooklyn, Manhattan and Queens.

About PlantPure Communities:

The non-profit PlantPure Communities (PPC) created the Oasis Jumpstart Program to bring healthy food and nutritional education to underserved neighborhoods. PPC partners with local leaders to offer short-term Jumpstart Pilots targeted to address the needs of each community, with the goal of achieving long-term change. The cornerstone of PlantPure Communities is the scientific nutrition research conducted by, T. Colin Campbell, PhD., as detailed in the book, *The China Study*. Nelson Campbell, the son of Dr. Campbell, is the founder of PlantPure Communities and the director of the *PlantPure Nation* film.