



**PLANTPURE**  
COMMUNITIES, INC.

[PlantPureCommunities.org](http://PlantPureCommunities.org)

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## **ANOTHER WAY TO FLATTEN THE CURVE - OUR FOOD CHOICES**

Nonprofit group releases an urgent commentary from T. Colin Campbell, PhD

Government leaders are talking about social distancing and testing for COVID-19 as two strategies that will help flatten the curve. New commentary by T. Colin Campbell, PhD, offers a third way -- strengthening our immune systems to fight the COVID-19 pandemic through a diet of whole, plant-based foods. The commentary, titled “[Our Most Important Defense Against COVID-19: Finding Hope through Scientific Evidence](#),” was released today by the nonprofit PlantPure Communities, where Dr. Campbell serves as an advisor. According to the commentary, consuming a diet of whole, plant-based foods (vegetables, fruits, whole grain cereals, legumes and nuts) does not mean people won’t get infected by the virus, but it should increase their defenses to avoid the worst effects from the infection, and in doing so, help to flatten the curve of hospitalizations.

The commentary is partly drawn from Dr. Campbell’s research in China from more than thirty years ago, which found that nutrition provided by plant-based, whole foods likely modifies, perhaps substantially, the viral effect by controlling its activity and by inactivating the existing virus through increased production of antibodies. Dr. Campbell stated, “moreover, based on prior research and clinical experience showing that this diet can modify risk factors for degenerative disease within 5-10 days, it is reasonable to assume that this viral response may appear within that same timeframe.”

A bio/nutritional researcher with over 60 years of experience in the field of nutritional science, Dr. Campbell is most well-known for his New York Times bestselling book *The China Study*. Dr. Campbell is also the Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University, and is the founder of the T. Colin Campbell Center for Nutrition Studies and the online Plant-Based Nutrition Certificate in partnership with eCornell.

Many people across the country and the world are feeling vulnerable and are looking for ways to protect themselves and their families. Nutrition offers another path, but many find the prospect of eating plants to be daunting. The nonprofit PlantPure Communities (PPC) has developed a strategy

to communicate Dr. Campbell’s empowering message through a free **Global 10-Day Jumpstart to Flatten the Curve Through Nutrition**, commencing **April 19th**.

According to Nelson Campbell, son of Dr. Campbell and PPC Founder/Board Chair, “In addition to flattening the curve of hospitalizations in the short term, eating whole, plant foods will reduce the demand for animal foods from concentrated animal feeding operations (CAFOs). Because CAFOs are breeding grounds for new infections, this dietary shift will reduce the likelihood of future pandemics. And, it will mitigate climate change by reducing pressure on deforestation caused by animal agriculture.”

Key Links: [Article](#) & [Global Jumpstart!](#)

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#### INFO ABOUT PLANTPURE COMMUNITIES

Dr. T. Colin Campbell serves on the Advisory Board of PlantPure Communities (PPC), a 501c3 nonprofit organization that works to build stronger, healthier, more sustainable communities through a wide range of research, policy, and program activities and by working with local nonprofits, governments, businesses, and other health and community-based organizations. The PPC Pod Network emerged out of the 2015 *PlantPure Nation* film with the goal of creating and supporting a grassroots movement by empowering a network of independent local groups (Pods) and people to promote the benefits of a whole food, plant-based (WFPB) lifestyle. Pods are groups of like-minded people, working together to share the life-saving nutrition research that shows that a WFPB diet is optimal for humans. To date, there are over 250,000 people and hundreds of Pods involved in the PPC Pod Network (in 23 countries). Participation is free, and offers support and networking opportunities to everyone interested in learning, advocating, and practicing a WFPB lifestyle.