



# PLANTPURE COMMUNITIES

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## STRENGTHENING THE GLOBAL POD NETWORK

## Directory of Pod Support

Overview: The PlantPure Communities Pod Network emerged from the 2015 film *PlantPure Nation*, produced by Nelson Campbell, founder of PPC and son of T. Colin Campbell, PhD, author of the landmark bestselling book, *The China Study*. The film includes a call-to-action to share the evidence-based message of plant-based nutrition, which resulted in hundreds of thousands of people joining groups, known as “Pods.” The PlantPure Communities Pod Network is the backbone of a global grassroots movement aimed at empowering local communities with information, tools, and organization to bring the plant-based nutrition message to as many people as possible. PPC supports the Pod Network via a mentor program, webinars, leadership guidance, plant-based nutrition educational scholarships, and more, all reflecting PPC’s core principles of inclusiveness and meeting people wherever they are on their journey. PPC also offers virtual Toolkits, which Pods use to undertake targeted campaigns focused on healthy school lunches, community gardening, vegfests, etc. Pods choose the issue of greatest concern and likely impact, and the toolkits provide the roadmap. **This document describes the wide and growing range of support offered to Pods and their Group Leaders and provides links to access resources.**

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## Engagement Suggestions Newsletters

PPC sends an e-newsletter to all GLs at the beginning of each month with Pod Engagement Suggestions, including updates, suggestions, announcements, and tips to strengthen and grow their Pod. Each month there is a different focus, usually spotlighting a particular Toolkit or an upcoming PPC webinar. The Engagement Suggestions newsletter also includes an agenda that GLs can use to plan a Pod meeting. All past Engagement Suggestions can be found [here](#). For the most part, the Pod Meeting agenda sections are timeless and usable by GLs to develop a variety of interesting meetings.

## Regional Managers

Regional Managers ("RMs") are paid staff working for PlantPure Communities with the specific responsibility of engaging with new and existing Group Leaders to support the Pods and Pod Network. RMs are the main point of contact for GLs and will check-in regularly to answer questions, provide resources, share updates on PPC programs, and to hear about Pod activities. When a Pod needs assistance, RMs offer one-on-one support to the GL. RMs also engage with GLs via the PPC Pod website and the private Facebook group, to provide encouragement to GLs and Pod members, and boost their interest in the Pod Network and local activities.

## Toolkits

PPC has developed a growing set of Toolkits to support projects undertaken by the Pod Network. The Toolkits offer Pods a menu of "campaign" options to create positive change in neighborhoods and beyond that is meaningful to Pod Members. Toolkits are offered for free on the PPC website and may be accessed by GLs, Pod Members, and the general public. The focus of the Toolkits include: Gardening, Healthy School Lunches, the Restaurant Campaign, Transitioning to a WFPB Diet, Dining Out, Pods on Campus, Leadership, and Vegfests. The Toolkits contain Action Sheets that are intended for Group Leaders, Info Sheets that provide useful information for Pod Members and the public, recommended resources, FAQs, templates, and multimedia tools. All can be found on the [Toolkit web page](#). Everyone is encouraged to provide feedback on the Toolkits by sending an email to [info@plantpurecommunities.org](mailto:info@plantpurecommunities.org).



### INSPIRING THE MOVEMENT PLANTPURE COMMUNITIES POD NETWORK

"Don't do *nothing* because you can't do *everything*. Do something. Anything. Each step you take will bring you closer to the person you want to be."  
Colleen Patrick-Goudreau

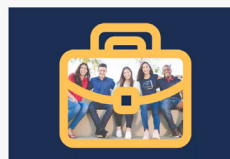
### ENGAGE YOUR POD!

**Suggested Monthly Pod Meeting Topic:** Helping Friends & Family Transition to a Whole Food, Plant-Based (WFPB) Diet

This hyperlinked Action Sheet contains everything Group Leaders need to organize a Pod Meeting Focused on Transitioning to WFPB. It includes a suggested Pod Meeting Agenda, and how to message the meeting so people know it is a judgment-free zone. There's also a [slideshow](#) you can present at the Pod meeting! (More resources available in the [Toolkit](#).)

### SHARE WITH YOUR POD

If you decide to focus your Pod meeting on helping others transition to WFPB, you can use this info to get the word out about the meeting. It's as simple as copying and pasting the following info into an email. You can also post it on your Pod page, Facebook, and/or other social media platform.



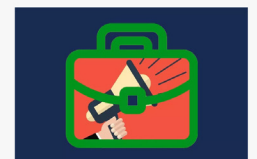
#### Pods on Campus Toolkit

Make a difference on college campuses! The Pods on Campus Toolkit provides a framework for bringing the health message of a plant-based lifestyle to students, staff, and faculty on campuses everywhere. Use these materials to create a Podclub and share the benefits of a plant-based lifestyle with college staff, faculty, and students - the future leaders of our world.



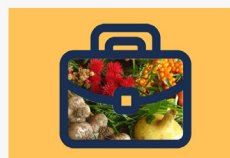
#### Leadership Toolkit

The Leadership Toolkit provides Group Leaders (GLs) with guidance on how to maintain and grow community member participation in their Pods (also known as Groups). This Toolkit also offers instructions on how to strengthen the internal structure of Pods by fostering inclusivity and engagement.



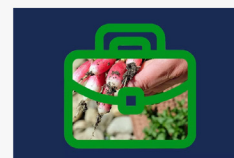
#### Restaurant Campaign Toolkit

If you ever asked a restaurant to adjust a menu item to remove animal products, you are already participating in this Campaign. Join PPC's national advocacy Campaign so your efforts contribute to the larger movement.



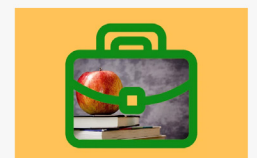
#### VegFest Toolkit

Organizing a VegFest can focus attention in the community on the benefits of a whole food, plant-based lifestyle by introducing this lifestyle to those unfamiliar with it while simultaneously supporting and inspiring those who already embrace it.



#### Gardening Toolkit

The Gardening Toolkit is for anyone interested in growing their own fruits and vegetables. Learn how to create a Square Foot Garden, start meaningful gardening initiatives in your community, support local farmers, and more.



#### School Lunch Toolkit

Are you concerned about the nutritional quality of the food being served at the schools in your community? Across the country, parents and community members have had significant successes improving school lunch fare. Use this toolkit to launch or support a lunch initiative in schools (K-12) in your community.



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## Webinars

PlantPure Communities offers free webinars for Group Leaders, Pod Members, and the public. Webinars address a variety of subjects, including one featuring Dr. T. Colin Campbell and the [Center for Nutrition Studies](#) that focused on “[Sharing the Health Message](#),” and other webinars which have focused on specific topics (such as the [Food-Climate Connection](#)) or key milestones, such as the release of a new Toolkit, Initiative, or Campaign. All webinars are recorded and uploaded to the [PPC YouTube channel](#) along with specific clips from the presentations. Only those who have [subscribed to the PPC mailing list](#) receive notifications about upcoming webinars.

## Scholarship Opportunity

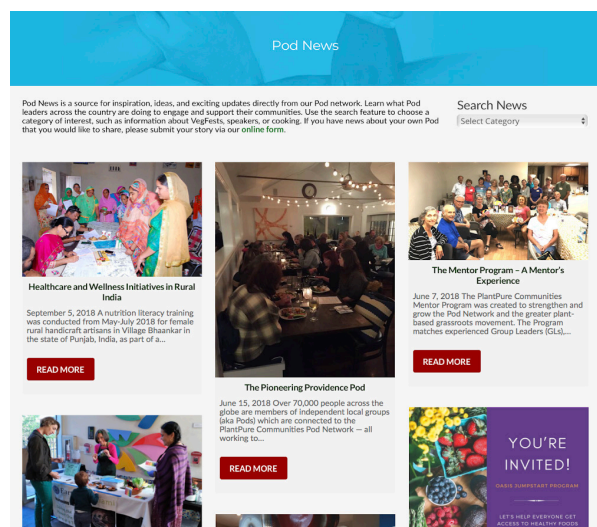
Several times a year, Group Leaders in the PlantPure Communities Pod Network are eligible to apply for a limited number of Scholarships for the [Plant-Based Nutrition Certificate Program](#) offered through the T. Colin Campbell Center for Nutrition Studies (CNS) and eCornell. GLs must fill out an application for the scholarship, indicating how they will use the knowledge gained from the course to educate their Pod and community. The intention is to ensure that the educational benefits of plant-based nutrition are shared with community leaders who are working to improve their lives, the lives of their neighbors, and their community. Read about the previous scholarship winners [here](#). PPC is grateful to CNS for their ongoing donation of scholarships to educate GLs in the Pod Network.

## Pod News

Group Leaders are encouraged to submit Pod News Stories about the exciting things their Pod is doing. PPC creates short news stories that are posted on Facebook and the [Pod News page](#) on the PPC website to highlight the hard work and progress of the Pods in their communities. Pod News Stories provide inspiration, motivation, and ideas to other GLs/Pods to replicate similar events, speakers, or community initiatives. Submit your Pod News [here](#)!

## Translation of Documents

The Pod Network is inclusive and global, and as such, PPC works to translate key documents, e.g., for the [Oasis Program](#) and [Restaurant Campaign](#), in order to grow accessibility to the extraordinary resources, programs, Campaigns, and Initiatives offered by the Pod Network, to reach people around the world. For the most part, PPC works with volunteers who generously donate their time and translation skills. The PPC website contains some documents in Spanish, Portuguese, and French. PPC is always seeking volunteers to help with translations - please email [info@plantpurecommunities.org](mailto:info@plantpurecommunities.org).





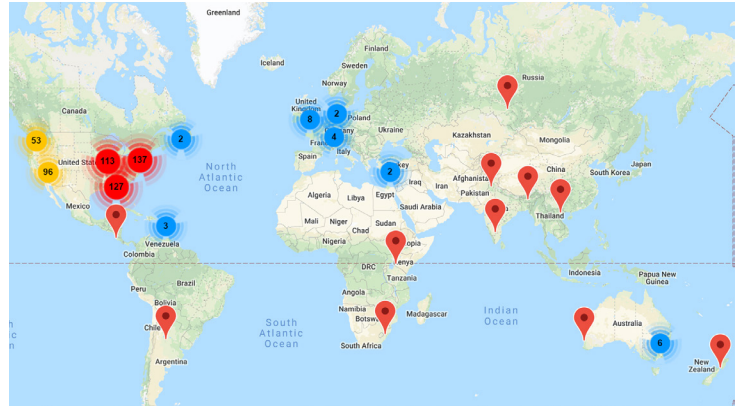


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## Pod Pages and Map

The [Pod Pages website](#), administered and maintained by PPC, contains information about each Pod, and it is the way prospective new members can find an existing Pods. On each Pod page, the GL includes basic information about the focus of the Pod, including a link to social media platforms where typically the bulk of the interaction of the Pod takes place. All 500+ Pods can be found on the [Find a Pod Map](#), making it easy for new Members to locate the Pod closest to them to join, or to determine that a new Pod should be created. The Pod Pages also provide a method of communication between Group Leaders and Pod Members. GLs can post on the forum, add events to a group calendar, send an email out to all Members, and personalize their page. Although not required, everyone who joins a Pod is encouraged to register [here](#), so that they will also receive updates about upcoming webinars, events, advocacy calls to action, and other important news directly from PlantPure Communities.



## Support Groups on Facebook (FB)

In addition to the PPC Facebook page, which anyone can follow, that provides a range of informational postings about nutrition, science, climate change, Pods, PPC and more, PPC administers two Facebook groups:

- The [Group Leaders](#) (GLs) group is a private page, only for Group Leaders of Pods. All Group Leaders are encouraged to join the group to connect with other GLs, post updates about their Pods, and to ask and answer Pod-related questions. PPC staff monitor the posts and answer questions.
- The [Restaurant Campaign](#) group is open to the public, but members must be accepted. People who participate in this FB group are encouraged to share updates, photos, and announcements about their progress getting restaurants to participate in the [PPC Restaurant Campaign](#). Those restaurants that earn a Certificate of Participation by offering a plant-based, oil-free menu item, are often featured in this FB group. PPC staff actively oversee the discussion and posts and will respond to questions through the FB group.

## Pod Networking Hours (PNH)

The Office Hours are electronic, informal hour-long webinars that allow Group Leaders to 'drop in' and ask questions. GLs can register for the OH prior to the evening webinar to pre-submit questions they want addressed during the OH. One or more experienced GLs lead each OH to offer support, answer questions, and share experiences. All GLs are encouraged to attend OH, in order to connect with other GLs, network, and discuss new ideas for their Pods. GLs are encouraged to join the OH via webcam and with audio to connect face-to-face. OH webinars are recorded so valuable questions and answers can be made into clips for future use, and can be found [here](#).

## Pod Support Drip Email Series

A 10-week series of weekly emails is automatically sent to all new Group Leaders in the Pod Network to gradually introduce them to important information about leading their Pod. Each message focuses on a different topic, and features video clips from recorded Welcome Sessions and Office Hours webinars and refers to documents in the [Leadership Toolkit](#).



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## Mentor Program

PPC offers a Mentor Program to support GLs who are new to the Pod Network or who need some more hands-on support/guidance. GLs who apply will be matched with an experienced GL (at least 6+ months) who will offer support. Mentors are matched with mentees for 2-3 months, with the expectation that they will connect via email, phone, skype, or in person, approximately 2x a month for 30 minutes. Matches between Mentees and Mentors are based on type of location (urban, suburban, or rural) and Pod-project interest (Restaurant Campaign, healthy school lunches, meetings, speakers, etc.). A pre-requisite for GLs to enter this program is the completion of the Pod Support Email Drip Series, attending or watching a recording of a [Pod Networking Hours](#), and reaching out to fellow Group Leaders on the Group Leader Facebook page, as well as reaching out to the GL's Regional Manager. Volunteer to become a Mentor [here](#). Request to be matched with a Mentor [here](#).

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WE NEED  
YOU!



BECOME A MENTOR TO STRENGTHEN  
THE POD NETWORK

## Gardening Initiative

PPC is partnered with the [Square Foot Gardening Foundation](#) (SFGF) and has created a [Gardening Toolkit](#), participated in three [Gardening Webinars](#), and the Get Growing Initiative. The objective of this Initiative is to introduce the Square Foot Gardening method into the Pod Network to promote healthy and sustainable plant-based foods, by encouraging people to grow their own food in their backyards, on rooftops, in schools or community gardens.

