

21-Day Plant Powered Jumpstart

A VIRTUAL HEALTH EMPOWERMENT PROGRAM
FOR JEWISH COMMUNITIES

Presented by Jewish Veg and Plant Powered Metro New York



EXPERIENCE FOOD AS MEDICINE



Our Virtual Program At-A-Glance

Orientation Session:

Wednesday, May 3
7:30 - 9:30 PM ET

Educational Sessions:

Wednesdays in May at 8 PM ET + Sundays, May 7 & 21 at 3 PM ET

Location: Virtual/Zoom (with options for in-person events or watch parties)

See schedule within for specific dates and times.

Group Mentorship Meetings:

Wednesdays, May 10 - 24 afternoons or evenings
1:00 PM ET or 7:00 PM ET or 9:00 PM ET

Register at bit.ly/jumpstartmay2023 by Sunday, April 30.

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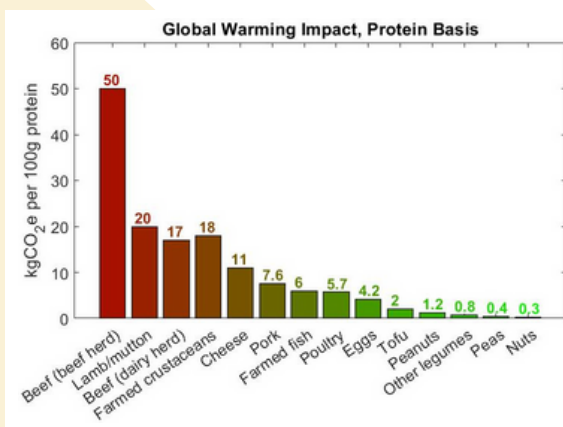
JOIN THE MOVEMENT TO GET HEALTHY WITH PLANTS AND CREATE A THRIVING, COMPASSIONATE WORLD!

There's a growing wave of people whose health has been transformed by eating predominantly whole plant foods, and there's plenty of evidence to back their experience. Studies consistently show that eating a diet of plant foods like whole grains, legumes, fruits, and vegetables can both prevent diseases and treat them – and for some people even reverse their conditions altogether.

The solution to climate change is right in front of our face — whenever we look down at what's on our plate. If we're ever going to reduce greenhouse gas emissions and stem climate change, we're going to have to eat plants, not meat and dairy. Fortunately, this is a solution that is not only better for the environment — it's also merciful to animals. Leading climatologists have been urging people to reduce (good) or eliminate (better) their meat consumption for many years now.

Dr. Rajendra Kumar Pachauri, the chair of the UN's Intergovernmental Panel on Climate Change from 2002-2015, said: "Please eat less meat—meat is a very carbon-intensive commodity. In terms of immediacy of action and the feasibility of bringing about (greenhouse-gas) reductions in a short period of time, it clearly is the most attractive opportunity. Give up meat for one day [a week] initially, and decrease it from there." By the way, Dr. Pachauri's panel won the Nobel Peace Prize during his tenure as chair.

Similarly, NASA's James Hansen, one of the first scientists to sound the alarm about climate change, has said: "In terms of individual action, reducing meat consumption is perhaps the best thing you can do."



Whole food, plant-based nutrition is promoted by the American College of Lifestyle Medicine, a professional association of health care professionals who understand the lesser-known role of food as medicine.



WHAT IS WHOLE FOOD, PLANT-BASED NUTRITION?

Whole food, plant-based (WFPB) nutrition includes the nutrient-rich foods we need to thrive – plant foods of countless variety with minimal processing – and avoids foods that are documented to lead to chronic illness like animal-based foods and many processed foods. To get specific, you'll eat:

Whole grains, legumes, vegetables, fruits, nuts, and seeds

No animal products: meat, poultry, fish, dairy, eggs

No added oils, and minimal salt and sweeteners

Believe us: It's not just possible to do this – it's delicious!



CHANGE YOUR PLATE AND TRANSFORM YOUR HEALTH

A whole food, plant-based lifestyle can help you:

- Lower your risk of stroke, heart attack, and many common cancers like breast, ovarian, and prostate cancer
- Strengthen your immune system for fewer and less severe illnesses
- Lessen or eliminate your need for medication
- Boost your energy levels and mental focus
- Fall asleep easier and make sleep more restful
- Save money on food expenses
- Reduce your chances of developing chronic disease
- Rapidly lower cholesterol and blood pressure
- Easily lose weight and/or maintain a healthy weight

WHAT THE SCIENCE SAYS

Patients with type 2 diabetes, randomly-assigned to eat a low-fat, vegan diet for up to six months, had better glycemic control, less need for diabetes medications, and lower biomarkers for diabetes and cholesterol than those on the American Diabetes Association diet.

Obese/overweight adults with at least one chronic disease were randomly-assigned to eat a low-fat, whole food, plant-based diet for 12 months. They lost about 25 lbs. more than the control group in that time and showed greater improvements in body mass index and cholesterol.

Participants who reported following plant-based diets had 73% lower odds of moderate-to-severe COVID-19 severity, compared with those who did not follow such a diet.

1 Barnard, N., Cohen, J., Jenkins, D., Turner-McGrievy, G., Gloede, L., Jaster, B., Seidl, K., Green, A., Talpers, S. A Low-Fat Vegan Diet Improves Glycemic Control and Cardiovascular Risk Factors in a Randomized Clinical Trial in Individuals With Type 2 Diabetes. Diabetes Care. 2006. <<https://care.diabetesjournals.org/content/29/8/1777>>

2 Wright N., Wilson, L., Smith, M., Duncan, B., McHugh, P. The BROAD study: A randomised controlled trial using a whole food plant-based diet in the community for obesity, ischaemic heart disease or diabetes. Nutrition & Diabetes. 2017. <<https://www.nature.com/articles/nutd20173>>

3 Kim, H., Rebholz C., Hegde, S., LaFiura, C., Raghavan, M., Lloyd, J., Cheng, S., Seidelmann, S. Plant-based diets, pescatarian diets and COVID-19 severity: a population-based case-control study in six countries. British Medical Journal. 2021 <<https://nutrition.bmj.com/content/early/2021/05/18/bmjnh-2021-000272>>

ALL ABOUT THE 21-DAY PLANT POWERED JUMPSTART

This is your chance to experience the power of nutrition for yourself, to understand how it heals, and to learn the practical skills that will make a new, health-promoting lifestyle possible!

The jumpstart includes:

- Engaging educational sessions covering the basics of evidence-based nutrition, grocery shopping, mindset, and more!
- Support with setting and achieving goals for healthy eating
- Medical intake from a team of clinicians knowledgeable in food-as-medicine
- Weekly group mentorship meetings for affinity groups, like those with specific health concerns or similar life stages
- Discussions with Jewish vegan leaders
- Culinary demonstrations to build your recipe repertoire and meal prep skills
- A virtual community for peer-to-peer support
- A jumpstart app with easy access to resources, including a shopping list and meal planning guides
- A chance to win prizes to support your whole food, plant-based lifestyle!



YOUR COMMITMENT TO EATING WELL

For a full three weeks, you'll commit to living a WFPB lifestyle to the fullest extent possible -- and no cheating! Why? Because we want you to experience firsthand what "going all the way" will do for your health.

We encourage you to speak with your personal physician before making changes to your diet, especially if you are on medications.

If you have food allergies or sensitivities, you will still be able to participate due to the wide variety of foods in the plant kingdom.

JUMPSTART SCHEDULE

Our virtual sessions will introduce you to the science, skills, art,
and joy of plant-powered eating!

All times are Eastern Time.

Program Schedule

Wednesday, May 3
7:30 - 9:30 PM

Orientation night! Learn what the program is all about and meet your mentors.

Sunday, May 7
3:00 - 6:00 PM

Prep session: How to shop, make choices, and plan meals, plus learn some basic kitchen skills with Chef Debbie Adler.

Wednesday, May 10
8:00 - 9:00 PM

Day 1 Kickoff: Foundations in whole food, plant-based nutrition.

Wednesday, May 17
8:00 - 9:00 PM

Day 8: Plant versatility culinary demo with Chef Daniel Shuman

Sunday, May 21
3:00 - 4:30 / 5:00 - 6:15 PM

Day 11: The psychology of food, mindful eating, and navigating family and social settings, followed by a demo with Chef Carole Levy

Wednesday, May 24
8:00 - 9:00 PM

Day 15: Q&A with Drs. Gil Solomon and Heather Shenkman

Wednesday, May 31
7:30 - 9:30 PM

Day 22 Celebration: Further motivations for plant-based eating, maintaining a healthy lifestyle, and final mentorship meetings

Group Mentorship Meetings

Wednesdays, May 10 - 24 afternoons or evenings
1:00 PM ET [or](#) 7:00 PM ET [or](#) 9:00 PM ET

Get support through tracked affinity groups for specific chronic diseases or life stages. Rank your preferred tracks when registering.

Sessions will be held virtually via Zoom conferencing. We encourage you to participate in all sessions, as each one offers valuable learning and the opportunity to engage with our educators and your fellow participants. However, recordings will be available for any sessions you miss. Friends, family members, or anyone else who cooks for you, are invited to register with you, which may make the transition to plant-based living easier.

PPMNY JUMPSTART TEAM

Lianna Levine Reisner, Network Director

As a mother, community nutrition leader and facilitator, and positive change specialist, Lianna brings passion and fun to the jumpstart experience.



Sherry Jarrett, Network Training Organizer

A Certified Wellness Practitioner, PCRM Food for Life instructor, and teacher-education professor with a doctoral degree in health education, Sherry finds joy and optimal health in eating the WFPB rainbow.



Chef Debbie Adler, Jumpstart Culinary Educator

Debbie Adler is a plant-based chef, bakery owner, and the award-winning cookbook author of the critically acclaimed The Mediterranean Plate, Sweet, Savory & Free and Sweet Debbie's Organic Treats.



Chef Daniel Schuman, Jumpstart Culinary Educator

Daniel Shuman is a Queens-based chef and educator. Daniel's interest in plant-based nutrition began in 2016, and he is passionate about sharing his love for food and nutrition. Daniel has served thousands of wholesome plant based meals.



Chef Carole Levy, Jumpstart Culinary Educator

Founder of The Veggie Vanguard and a PCRM-certified Food for Life instructor, Carole inspires people to take chances in the kitchen by sharing how to cook without fear and embrace more health-minded, nutrient-dense food combinations.



Britt van der Poel, Jumpstart Engagement Coordinator

Britt is excited to lend a creative and technical hand to make the Jumpstart accessible. She is passionate about connecting people to resources to make their WFPB journey feel more comfortable, fun, and attainable.



And our team of Lifestyle Mentors, including Jodi Graber from Jewish Veg!

JUMPSTART RESEARCH & MEDICAL PARTNERS

Elizabeth Helzner, PhD, MS, DipACLM

Dr. Helzner has been the principal investigator studying PPMNY's jumpstart programs over the past two years. She is Associate Professor and Interim Chair of the Department of Epidemiology and Biostatistics at SUNY Downstate's School of Public Health, and a founder and Vice-Chair of SUNY Downstate's Committee on Plant-Based Health & Nutrition.



Caroline Hartridge, DO

A general practitioner of osteopathic medicine, Dr. Hartridge focuses on hands-on osteopathic manipulative treatment, plant-based nutrition counseling, and medical cannabis recommendations.



Gil L. Solomon, MD

Dr. Solomon is a family medicine doctor in West Hills, California. He received his medical degree from University of Southern California School of Medicine and has been in practice 20+ years. Dr. Solomon is a devoted husband, father, grandfather. He also competes in triathlons.



Jessica Krant, MD, MPH

A board-certified medical and cosmetic dermatologist as well as a Lifestyle Medicine physician, Dr. Krant loves to share all of the ways that our lifestyle choices affect our health from the inside out and the outside in.



Heather Shenkman, MD, FACC

Dr. Shenkman is an interventional cardiologist in practice in Tarzana, California. She is author of "The Vegan Heart Doctor's Guide to Reversing Heart Disease, Losing Weight, and Reclaiming Your Life". She is a strong advocate for a healthy lifestyle, including plant-based eating and regular exercise.



MEASURING IMPACT

This jumpstart program is expected to be part of a study conducted by SUNY Downstate Health Sciences University's School of Public Health; at this time, the project is awaiting approval by the University's Institutional Review Board. Participation in the study is voluntary, and those who take part will respond to questionnaires administered by a SUNY Downstate researcher. Participants are asked to submit information on their overall health condition and any recent lab results before the program kickoff and again once the program has ended. Funding for labwork is available on a limited basis. Contact us at jumpstart@ppmny.org to request financial assistance.



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HOW DO I SIGN UP?

ELIGIBILITY: We are excited to offer this life-changing program to residents of the New York metro area and beyond! Participants should:

- Be at least 18 years of age.
- Commit to eating a WFPB diet for the duration of the program, to the best of your ability.
- Commit to participating in all scheduled jumpstart sessions and mentorship meetings, to the best of your ability.
- Be comfortable using Zoom conferencing and have a stable internet connection.
- Sign all program waivers and research consent forms, if participating in the Downstate study.

FEES: Fees directly support our program costs. Rates are highly-subsidized thanks to sponsorship by the Ancowitz and Kanner families in memory of Arthur Ancowitz, MD, a pioneer in disease prevention through diet and lifestyle. Choose the rate that best fits your budget:

- \$36 general rate or \$18 student rate
- Group rates for Jewish organizations: \$180 for 10 people, \$360 for 25 people*
- Free for clergy and Jewish communal professionals*

*Please reach out to Jodi Graber at jodi@jewishveg.org for more information.

TO REGISTER:

Please complete the registration form at bit.ly/jumpstartmay2023 by Sunday, April 30.



MORE OPPORTUNITIES TO LEARN & ENGAGE

Jewish Veg and PPMNY each offer regular programming online and in-person that are open to the public. Take advantage of these opportunities to learn more and meet fellow community members!

JewishVeg.org/events

Plantpoweredmetrony.org/events

Tune into our YouTube channels for a collection of culinary demonstrations, educational webinars, interviews with lifestyle medicine physicians and leading Jewish scholars, inspiring testimonials, special events, and more.

Youtube.com/JewishVeg

Youtube.com/plantpoweredmetrony

A growing collection of delicious whole food, plant-based recipes and dishes to delight your Jewish holiday tables and every day meals are available for you online.

JewishVeg.org/recipes

Plantpoweredmetrony.org/recipes



ABOUT PLANT POWERED METRO NEW YORK and JEWISH VEG

Plant Powered Metro New York empowers people to find better health and overcome chronic disease using food as medicine. We offer evidence-based education, resources, and support to create community and inspire change throughout the New York metropolitan area.

Jewish Veg, founded in 1975, educates and builds community to encourage plant-based lifestyles through celebrations and conversations about Jewish values. Our purpose is to move towards a healthy, compassionate, and sustainable world by inspiring hearts and minds.



Plantpoweredmetrony.org



Questions? Email us at jumpstart@ppmny.org



www.JewishVeg.org



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