



Healthy Eating Adventure

A new leaf on life!

OVERVIEW for How to Create a Healthy Eating Adventure

Dear Health Care Providers and Community Wellness Advocates,

If you're reading this, chances are you're passionate about making a difference for your patients and your community. Passion is the most important "ingredient" for creating Healthy Eating Adventures. With every Healthy Eating Adventure we hold, I continue to be amazed at the profound changes in well being that occur as people take on a *whole foods plant based lifestyle* WITH the support of a community. They recapture the joy that is missing in current eating habits – cooking and eating together, cooking from scratch, sharing ideas with others, gathering to eat, supporting each other, and taking time to eat and enjoy our meals.

*"A cultural shift
in the community
makes it easier for
individuals to change."*

We can yammer all we want at our patients, visit after visit, about taking on healthy eating habits, but for most people it remains a struggle. What I found really makes a difference is when there's a cultural shift in the community – when family members and others around them, when the newspapers and their workplace are talking about healthy eating habits. Healthy Eating Adventures are helping to make that shift – even my patients who haven't been in an adventure are more aware of and willing to try more fruits, veggies, legumes and whole grains, because there's a "buzz" in the community.



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In the Program Planning Materials you'll find everything you need to create successful Healthy Eating Adventure. Below is an overview.

Getting Started – Create a Pilot Program

Start by sharing your vision for a healthy community with others who care about the community and are vibrant and energetic in their lives and commitment to others.

- 🍃 Ten to twelve people seems to work well for a pilot adventure. (How about the mayor, your vibrant office staff, the chamber of commerce director, borough councilmen, fire chief, sports trainers, teachers?) Invite them to help shift the wellbeing of the community by being part of a pilot group to take on whole foods plant based eating *for the fun of it*, whole heartedly for 28 days. Tell them how Rip did this with firemen and Franklin County PA has 3 *Community Healthy Eating Adventures* a year. You can show them the Video of my LA presentation *Growing Healthy Communities* – so they can see the surprising power of our healthy eating potlucks.

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- Set an evening to start your pilot adventure with lecture or video. If you're new to whole foods plant based eating and theory, you might find it helpful in the beginning to invite a guest speaker from Healthy Eating Adventure (contact us – healthyeatingadventure.org.) We enjoyed having Rip and Caldwell Esselstyn to provide our initial information sessions. Forks Over Knives video is also a good start.
 - Information and total immersion in this eating plan are key – that's the best way to really experience the difference this way of eating makes in how people feel – and it will solidify your pilot teams' commitment. Read Rip Esselstyn's *Engine 2 Diet* or Caldwell Esselstyn MD's people friendly report of his research *Prevent and Reverse Heart Disease*. Both books contain delicious recipes and plenty of "how to" advice. Come together for weekly potlucks to share your experience.

Your pilot group will be amazed at how great they feel in just one week, and by four weeks, they will be wanting to share this with others. Your pilot group becomes your first set of coaches.

Next Step – Create your Community Adventure!

Once you've completed your 28 -day pilot, your group members will be feeling the many benefits and will want to share the health! Use the "Creating A Healthy Eating Adventure" power point to review the steps with your group. There is a planning chart and all the materials you need for both the pilot adventure and your community adventure.

"Dr. Esselstyn's quantitative results show the significant benefits of Whole Foods Plant-Based (No Oil) eating."


Why do I use Dr. Caldwell Esselstyn's work?

Reports of qualitative changes abound, but Dr. Esselstyn provides quantitative results. Dr. Esselstyn recommends a Whole Foods, Plant Based (No Oils) approach (squeezing the oil out of plants and expecting our biology to handle that isn't really "whole"). He provides the quantitative results from his work with cardiology patients and the cardiac imaging that made his approach convincing for me. I've continued to follow the literature and it continues to support his results. Ann Esselstyn created a "how to" section and a deliciously easy collection of recipes that worked with Caldwell's patients. Dr. Neal Barnard also has prospective studies with diabetes that support this whole foods plant based approach. Starting our first adventure with Rip and meeting with Caldwell and Ann created a sound foundation for our Adventures, and participants continue to have success using their "guide" books.

Publicize your Adventures before and after! – Spread the Health

Publicity materials that you can change to insert your dates and locations are included in these materials. For some people, even just seeing the promotional poster that lists the benefits of whole foods plant-based eating will be educational!.

- Use them as posters around the community, flyers at the work place and in doctors' offices.
- Get them out through your hospital's reach, school district and the social media "sphere of influence" reach of your team members.

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- 🍃 Share on the radio and get on local activity calendars.
 - 🍃 It's fun to write articles for your local paper on the progress of the adventure, testimonials, results, and graduation – include some recipes, shopping, stocking, and cooking tips.

Even patients who haven't been in an adventure tell me "I read your articles"; basically they're primed for me to help them apply it to their chronic diseases!

The Power of Potlucks

I can't emphasize enough how powerful the weekly "eat and learn" potlucks are. When I first came to small town PA 30 years ago, I rolled my eyes when invited to potlucks. Now, watching participants interact and share what they've learned all week – "How did you do this?" "Where did you find this?" I can see it works. In watching their "wow, it's really possible, it can be done" discussions while enjoying a great array of fabulous flavors from soups, to salads, to side dishes and entrees and even desserts, I can see the *power of potlucks*. The Adventures create the opportunity for real change in an ongoing supportive environment while building community.

Short Power Points are included in these materials to stimulate conversation, but, remember to let the conversation flow with participants exchanging their new knowledge. This person to person exchange is the key to how this program builds confidence and expands the experience.

"While enjoying a great array of fabulous flavors at potlucks, participants say 'Wow, it's really possible, it CAN be done!'"

Join With Other Healthy Eating Adventure Communities

Be a part of spreading Healthy Eating Adventures across the nation!

80% of chronic disease is life-style related. Help reverse and prevent our national health crisis by joining communities across the country in promoting Whole Foods Plant-Based eating. And think of the benefit of your work to the environment!

If you would like to use the Healthy Eating Adventure logo with your community name and the templated materials, please accept our Terms of Use on the "Host an Adventure" page.

There is no additional cost to register. You'll receive our online support for your adventures and can be a part of growing healthy communities across the country! There is an excel sheet to share your data and contribute to the growing volume of evidence for the power of Whole Foods Plant-Based Eating.

Thank you for your commitment to our communities.

Be Well,

Dr Liz

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