

21-Day Plant-Powered Jumpstart Program Overview

June 2019

Thank you for your interest in this community-based health immersion program hosted by [Marlene Meyerson JCC Manhattan](#) and organized by [Plant Powered Metro New York](#) (PPMNY).

Please note that the Marlene Meyerson JCC Manhattan does not expressly or exclusively endorse any one nutritional plan for every person. Please speak with your physician before commencing any new nutrition, diet, or exercise program.

The Plant-Powered Jumpstart will welcome 15-25 people who together adopt a whole food, plant-based (WFPB) diet -- the evidence-based eating pattern promoted by the [American College of Lifestyle Medicine](#) to prevent and sometimes even reverse many common chronic diseases, like heart disease and diabetes. Clinical demonstrations of the power of a healthy plant-based diet have been published in peer-reviewed journals by, among others, Dean Ornish, PhD, and Caldwell Esselstyn, MD, on heart disease, and Neal Barnard, MD, and Joel Fuhrman, MD, on diabetes. Moreover, the landmark book *The China Study* cites ample research showing that a plant-based diet can reduce the risk of Type 2 diabetes, heart disease, certain types of cancer, and other major illnesses.

DEFINITIONS

To participate in this program, you will commit to living a WFPB lifestyle for 21 days -- and no cheating! Why? Because we want you to experience firsthand what “going all the way” will do for your health. For the purposes of this program, a WFPB diet includes:

- Whole grains, legumes, vegetables, fruits, nuts, and seeds
- No animal products (meat, poultry, dairy, eggs)
- No oils, and very little added salt and sweeteners

Individuals with known food allergies and sensitivities are welcome to register. A WFPB diet can be gluten-free and can restrict other plant foods as needed.

TEAM

The JCC’s role is to host and manage the logistics of this program, while the program design and execution of the jumpstart are managed by PPMNY. Our team members are:

- Caroline Kohles, Senior Director of Health & Wellness Programming at JCC Manhattan
- Joelle Evans, Program Manager at JCC Manhattan
- Lianna Levine Reisner, Network Director of PPMNY
- Lynn Diamond, Network Empowerment Coordinator of PPMNY
- Carole Levy, Culinary Educator for PPMNY

- Miriam Feintuch, Jumpstart Project Assistant for PPMNY. You can contact Miriam at miriamfeintuch@gmail.com if you have questions about the program before we get started. *Please do not call the JCC with program questions.*
- Evan Queler, MD, will serve as the jumpstart's medical coordinator, providing nutrition and health education and conducting before-and-after health exams. Dr. Queler runs a telemedicine practice, [Timshel Lifestyle Medicine](#), and he is one of the first physicians to be board-certified in Lifestyle Medicine through the American College of Lifestyle Medicine.

21-DAY PLANT POWERED JUMPSTART CALENDAR SUMMARY

All events will be held at Marlene Meyerson JCC Manhattan, 334 Amsterdam Avenue, 10023
Required events are in italics.

- *Sunday, June 2*
 - 8:30 - 10:00 AM - *Pre-program biometric exams (overnight fasting required)*
 - 10:00 - 12:30 PM - *Jumpstart kick-off event*
- Wednesday, June 5, 6:30 - 8:30 PM: Kitchen skills/cooking demonstration
- Saturday, June 8, 8:30 - 9:30 AM: Union Square Farmer's Market tour
- Monday, June 10, 7:00 - 8:00 PM: Online nutrition education webinar*
- Wednesday, June 12, 6:30 - 8:30 PM: Cooking demonstration
- Monday, June 17, 7:00 - 8:00 PM: Online nutrition education webinar*
- *Sunday, June 23, 8:30 - 10:30 AM: Post-program biometric exams (overnight fasting required)*
- Wednesday, June 26, 6:30 - 9:00 PM: Closing celebration and send-off

*While we strongly encourage your participation in the webinars, which will provide an opportunity for live Q&A, they will be recorded and shared with participants who cannot attend.

PROGRAM FEE

The cost to participate is \$250. A limited number of discount codes are available for those who cannot pay the full price. Please inquire with Lianna Levine Reisner, lianna@ppmny.org.

PROGRAM SCHEDULE

The 21 days will run from Sunday, June 2 through Saturday, June 22nd. You will receive clear guidance on what you may eat, as well as meal planning ideas, cooking instruction, and nutrition education. All participants will be matched with a mentor from Plant Powered Metro New York's community who is knowledgeable about and has personal experience eating a healthy plant-based diet. Mentors can provide support via phone, text, or email for the duration of the program and beyond, as you wish.

All participants are required to attend a kick-off event on Sunday morning, June 2nd, at the JCC (334 Amsterdam Avenue). Pre-program biometric exams will take place there starting at 8:30 AM, and the full-group program will run from 10:00 - 12:30 PM. A WFPB breakfast will be provided. At the kick-off, we will review all the information you need to be successful.

Basic biometric exams, conducted by Dr. Evan Queler or a medical assistant he chooses, are included in the program fee and will involve measuring your weight and height (and calculating BMI), blood pressure, waist and hip circumference, a fingerstick to measure your fasting glucose, and a well-being index. In other jumpstart programs that have taken place around the country, most participants have seen healthy decreases in lipid profile (cholesterol), hemoglobin A1C, and C-reactive protein, among others.

Participants may opt in to measure before-and-after cholesterol levels by paying an additional fee to receive a home labwork kit from Let's Get Checked. We will provide a 15% off discount code for our participants. Please indicate your interest when you complete PPMNY's online registration form. Let's Get Checked will accept HSA/FSA payments. Shipments will arrive in the USPS mail. You can choose to share your test results with Dr. Queler to help us track and report on the impact of a WFPB diet on participants' cholesterol levels.

If you would like to track other biomarkers, you can work with your personal physician to acquire labs through a blood draw outside of this program. Dr. Queler can also provide a supplementary lab consultation to those who are interested in more advanced lab testing; please discuss this with Dr. Queler if you are interested.

During the month of June, we will provide a series of events, both live at the JCC and via online webinars to help you on your journey. These are not required, but participants are strongly encouraged to attend as many of these as possible to maximize the value of this experience:

- **Wednesdays, June 5 and 12 from 6:30 - 8:30 PM:** WFPB kitchen skills and cooking demonstrations in the JCC's Culinary Center, presented by PPMNY Culinary Educator Carole Levy with Lynn Diamond. Chef Carole is a graduate of the February 2019 Plant-Powered Jumpstart at the JCC.
- **Mondays, June 10 and 17, from 7:00 - 8:00 PM:** online nutrition education webinars, led by Dr. Evan Queler, including Q&A on topics most relevant to you.

Moreover, there are other related events in June, which you must register for separately (details will be circulated closer to the date):

- **Friday, 6/7:** The Power of Nutrition for Health with Neal Barnard, MD, of the Physicians Committee for Responsible for Medicine, hosted by the Church of Advent Hope, 111 E. 87th St. (free and nonsectarian)
- **Friday, 6/7 - Saturday, 6/8:** [Plant Based World Expo](#) with celebrity speakers on health topics; we recommend buying the pass for the Community Day Programming on 6/8 (\$50) if the cost of the weekend's Food Solutions for Human Health Summit is prohibitive (\$495).
- **Wednesday, 6/19:** (*Tentative*) PPMNY public event, TBA
- **Tuesday, 6/25:** Fighting Kidney Disease with a Plant-Based Diet + Rethinking Keto Diets, presented at the JCC together with PPMNY, featuring Shivam Joshi, MD, internist at Bellevue Hospital's new Plant-Based Lifestyle Medicine Program (free)

Post-program biometric exams will take place on Sunday morning, June 23rd (the "day after"), at the JCC, beginning as early as 8:30 AM. Specific instructions and/or appointments will be made available closer to the date.

There will be a closing celebration and send-off on Wednesday, June 26th at the JCC from 6:30 - 9:00 PM. This event will be open to the public. You will be invited to share your stories, and Dr. Queler will share anonymous and aggregated biometric results. We will also go over strategies and tips for maintaining a lifelong commitment to a WFPB diet, to strive for your best health for many years to come.

We recommend that individuals interested in or registered for the Plant-Powered Jumpstart participate in the [Eat Well Stay Well One-Day Immersion](#) program at JCC Manhattan on Sunday, May 26th, organized by WFPB health coach Sharon McRae and featuring superstar speakers Joel Furhman, MD; Saray Stancic, MD; and Chef AJ. This will be an excellent, in-depth introduction to the science of WFPB nutrition, the results that can be achieved, and the how-to's. Please note that the admission rate of \$169/person will increase after May 20th. *Registrants of the immersion program will receive a \$25 discount code toward the jumpstart program.*

MEDICAL CONSIDERATIONS

Numerous studies have shown that people adopting a WFPB diet can experience significant reductions in blood pressure and cholesterol levels and sometimes eliminate or reduce their need for diabetes and cholesterol medications during this short period. **Participants taking medications for hypertension or diabetes should be prepared to work with their healthcare provider to make adjustments over the course of the jumpstart program. You will be asked to provide a letter from your physician indicating that they are aware of your participation in the jumpstart and are prepared to adjust your medications as needed.**

Any other side effects from the dietary transition tend to be minimal, including some discomfort while the body detoxifies and the composition of the intestinal microbiome shifts (e.g. night sweats, flu-like symptoms, bloating) due to the much higher fiber content of a WFPB diet. Most issues should resolve early on, before the end of the three weeks. In particular, if you do not have many legumes in your diet now, be sure to start with small portions early in the program and increase portion size gradually.

REQUIREMENTS & ELIGIBILITY

To participate in the Plant-Powered Jumpstart, you will be required to sign a few simple forms and a waiver. Note that we intend to take photos at live events; please let Miriam know if you have any concerns about being photographed.

To be eligible to participate, you must:

- Be at least 18 years of age
- Fully commit to adhere to a WFPB diet for the duration of the program. If you are traveling or predict that some other circumstance will make it challenging to participate during this period, you may not qualify for admission to this jumpstart.
- Be available to attend the kick-off event and post-program biometric exam and, in good faith, attend as many of the other evening programs offered during the month of June
- Agree to participate in biometric exams at the specified times
- Pay the registration fee through the JCC website
- Sign all program forms

Although all are welcome, priority will be given to those who do not already eat a vegan or mostly plant-based diet.

This program will be capped at 25 people, and final participation decisions are made at the discretion of Dr. Queler. We will be keeping a wait list. If you are accepted and then determine that you cannot participate, please contact Miriam as soon as possible. If you are not accepted into the program, don't let that stop you! [This list of resources](#) can help you get started yourself, and Plant Powered Metro New York's community provides informal support and community, including peer mentoring. We also invite you to consider virtual programs like PCR's [21-day vegan kickstart](#), a simple app in English and Spanish that will provide daily recipes and educational videos. Moreover, we have preliminary plans to offer this program again at the JCC in the fall. Note that the program fee will be refunded if, for whatever reason, you are not accepted into the program.

REGISTRATION DEADLINE

Please register on the JCC's website by Tuesday, May 28th. Once you register, if you meet the eligibility requirements, Miriam will connect you with Dr. Queler for an intake call, prior to the kick-off event. Upon acceptance into the program, we will send you a packet of information detailing the dietary guidelines, neighborhood resources, a recommended pantry list, and simple recipes.

PREPARED MEAL OPTIONS

Finally, if you would like to help yourself through the program by purchasing prepared WFPB meals, please make arrangements on your own through one of the following WFPB companies. At this time, we are not aware of any kosher-certified options.

- [Plant Pure](#) - frozen meals by the family behind the Plant Pure Nation documentary
- [Euphebe](#) - a local frozen meal company that can work with your allergies and sensitivities
- [Mama Sezz](#) - gluten-free company that delivers fresh meals, not frozen

If you are considering using a different meal delivery service, please contact us to verify if it meets the jumpstart's dietary guidelines.

We hope to welcome you into the program next month! Get ready for an amazing experience!