



# ROOTED SANTA BARBARA COUNTY

We're a stronger community when we're all healthy!



Rooted Santa Barbara County is a community-centered plant-based lifestyle initiative that believes optimal health is rooted in prevention.

The leading causes of death in Santa Barbara County are heart disease and cancer. As many as 61% of County residents have reported being overweight or obese - a major contributing factor to a range of serious chronic and life-threatening diseases and conditions. Whole food, plant-centered eating patterns that emphasize whole grains, legumes, fruits, and vegetables are one of the most effective and inexpensive tools to improve health outcomes and prioritize prevention - and demand for local resources is growing!

## WHO WE ARE

Rooted is the only local, community-centered initiative dedicated to collaboration and plant-based nutrition as a preventive health opportunity. We aspire to catalyze a shift in healthcare from a treatment-based approach to one that leads with prevention and integrates lifestyle interventions as a leading pillar in care.

## OUR MISSION

We're mobilizing Santa Barbara County to grow health equity and resilience through whole food plant-based nutrition education and support.

## OUR IMPACT

We're partnering with leading organizations including the Foodbank of SBC, Breast Cancer Resource Center, Sansum Diabetes Research Institute, the Santa Barbara Neighborhood Clinics and more to reach thousands of community members through our plant-powered programs, partnerships and online resources.

## OUR APPROACH

We equip our community members prioritizing residents with the greatest barriers to good health and those who shape our health and food environments with the knowledge, tools and support to combat chronic disease and improve health with plant-forward lifestyles. Here's how we work:

- **Train the Trainers:** We equip the healthcare community with the knowledge, resources and support to prioritize preventive health and nutrition in patient-care.
- **Community Partners:** Together with key nonprofit and community partners, we advance health equity, justice, and resilience regionally through plant-based nutrition and food literacy education.
- **Work Force Partners:** Employee training and wellness programs integrate nutrition concepts into the fabric of our community and promote a productive, healthy workforce.
- **Individuals and Families:** Bilingual, accessible educational resources, go-at-your-own-pace virtual learning, and clinical and community-based nutrition and food skills basics programming build confidence in behavior change and sustainable habits.



When our whole community is equipped with the knowledge, know-how, encouragement, and support to confidently make meaningful habit changes, generations of families can take a leading role in their long-term health.

## ABOUT PLANT-BASED NUTRITION

Numerous studies have shown that **whole food plant-based lifestyles** are an ideal way of eating to optimize health and significantly reduce risk for chronic diseases. Whole food, plant-centered eating patterns are associated with:

- Prevention, better management and/or potential reversal of many of the leading causes of chronic disease and death including:
  - Heart disease
  - Certain cancers
  - Type 2 diabetes
  - Dementia/Alzheimer's
  - Digestive disorders
  - Autoimmune diseases, and
  - Obesity
- Reduced blood pressure and lowered cholesterol
- Lowered healthcare costs and system strain
- Longevity and reduced risk of premature death
- Increased energy, enhanced sleep, and a healthy immune system... and more!

## CURRENT FUNDRAISING PRIORITIES

Rooted is collaborating with **fundors, partner organizations, businesses, our local food sector, and local physicians, clinicians and community health workers** to advance our mission and grow our organization. We are raising core and program support as well as \$500,000 in funding through the **Take Root Campaign** to launch our long-term business model design and founding staff team in 2024.



**Please contact us at [invest@rootedsantabarbara.org](mailto:invest@rootedsantabarbara.org) for more information on the Take Root Campaign, our current priorities, and how you can support evidence-based, plant-forward nutrition education in Santa Barbara County.**

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