



**ROOTED**  
SANTA BARBARA  
C O U N T Y

# Business Model Design

2024-2027

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

**Vision:** A community that fosters generations of vibrant, healthy families.

**Who We Serve:** Community members with the greatest barriers to good health and the healthcare and direct service teams that support them.

**Theory of Change:** Through collaborative cross-sector action, create an environment county-wide where the healthiest choices become the easiest and common choices so that every county resident can eat to thrive!



# Research has proven plant-based eating patterns are key to improved nutrition and human wellness.

600 unique published studies show how plant-based nutrition can help people with a variety of health conditions

- Support for plant-based diets from relevant medical professional societies and mainstream recommendations
- Dietary quality
- Children's diets and chronic disease
- Overweight/obesity, metabolic syndrome, weight loss, and healthy weight maintenance
- Type 2 diabetes
- Cardiovascular disease and risk factors (high blood pressure, high cholesterol, stroke, events and mortality, erectile dysfunction)
- Enteral nutrition
- Reproductive cancers (breast and prostate)
- Autoimmune conditions
- Chronic kidney disease
- Malnutrition
- Longevity and quality of life-years (QALYs) (can address quality aging)
- Athletics and sports nutrition



\*Source: ACLM's The Benefits of Plant-Based Nutrition

Healthcare  
Environment

Workplace  
Environment



Food  
Environment

Family & Culture



# Theory of Change

## OUR STRATEGIES AND OUTCOMES

**Train the Trainers:** Equip the healthcare community with the knowledge, resources and support to prioritize preventive health and nutrition in patient-care

**Community Partners:** Key nonprofit and community partnerships advance health equity, justice, and resilience regionally through plant-based nutrition education

**Workforce Partners:** Employee wellness programs and training 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 culturally-relevant sustainable habits.

## EXTENDED OUTCOMES

Healthcare providers empowered and united to prevent, expand treatment options for, and/or reverse chronic disease by prioritizing nutrition and lifestyle's central role in health.

Direct service and community organizations, food access teams and policy makers equipped with knowledge, resources and tools to prioritize access to foods and services that provide the most benefit to human health

Meeting community members where they're at with employer supported programs that improve health and workplace cultures/systems and support and prioritize employee and customer health and well-being

Community members equipped with the knowledge, know-how, encouragement, and community support to confidently make meaningful habit changes that improve health and lower risk of chronic disease.

## COMMUNITY IMPACT

- Better health outcomes
- Lower risk of chronic disease
- Lower healthcare and medical costs
- Improved healthcare provider and workforce well-being
- Improved patient satisfaction
- Advancement of health equity and resilience





# Programs & Services

## Three to Five Year Road Map

### Training

- Bilingual PBN Educator Certificate Program for community health workers, clinicians, medical assistants, caregivers public health officials, health and culinary educators, chefs
- Continuing Education Classes
- Healthcare Resource Portal
  - Access to training and continuing education opportunities, provider and patient resources
- ACLM Certification for healthcare professionals
- Restaurants/Food Sector PBN and Cooking Training
- Healthcare Systems Transformations (with ACLM)

*Clinics, Health Systems, Health Professionals/Clinicians, Community Health Workers, Chefs, Restaurants, Food, Government, and Direct Service Organizations*

### Bilingual Education

- Plant-Based Nutrition and Healthy Habits Education Classes and Series
  - Community-based
  - Clinic-based
  - Employee Wellness
  - Food for Life (PCRM)
- Plant-Based Cooking/Food Skills Classes
  - Basics
  - Access
  - Sustainability
  - Specialty and Cultural Focuses
- App-based and Online Learning and Jumpstarts
- Curriculum Development

*Individuals and Families, Healthcare, Food, Direct Service, Government, and Community Organizations, Community Groups, Clinics, Health Systems, Healthcare Professionals, Local Businesses*

### Resources & Support

- Nutrition Education Materials
- Partner Nutrition Education Materials
- Food Skills Video Resource Library
- Recipes
- Community Pods

*Individuals and Families, Healthcare, Food, Direct Service, and Community Organizations, Community Groups, Clinics, Health Systems, Healthcare Professionals, Local Businesses, Wellness Businesses*

### Outreach/Campaigns

- Awareness Campaigns
  - Healthcare
  - Food Sector
  - Community-based
- PBN/LM Marketing Consulting
  - Providers
  - Organizations
  - Businesses

*Individuals and Families, Healthcare, Food, Direct Service, Government, and Community Organizations, Community Groups, Clinics, Health Systems, Healthcare Professionals, Local Businesses*

### Convening

- SB Nutrition Health Coalition
- Lifestyle Medicine Roundtable

*Healthcare and Direct Service Organizations, Healthcare Providers, Health Educators*



## Key Programs & Partnerships to Date

- **Online Learning Library** launched with getting started, nutrition, and food skills videos, classes and jumpstarts
- **Healthcare Resource Library** with staple Rooted and ACLM Nutrition and Lifestyle Medicine Patient Materials
- **Partnered with:**
  - **Foodbank of Santa Barbara County** - Co-developed two 10-day Eat to Thrive/Comer Para Prosperar online jumpstarts - launched on Foodbank's Spanish Facebook page reaching 4,800
  - **Sansum Diabetes Research Institute** - Inspired three plant-forward research studies underway with Latino community. Wrote dietary curriculum and trained community health workers on PBN.
  - **Breast Cancer Resource Center** - 10-class online plant-based nutrition and cooking series
  - **Santa Barbara Neighborhood Clinics** - Provided introductory training for clinicians in PBN and LM. Designed Eat Your Way to Better Health Spanish/English materials and Exam Room Posters.
  - **Savie Health** - In 2024, to begin introductory training in plant-based nutrition for diabetes
  - **Route One Farmer's & Mobile Market** - Collaborating on a searchable food literacy/ skills video library - how to access, pick, store, prepare and enjoy a wide variety of plant-based foods
  - **Bridging Voices - Uniendo Voces** - DEI training and language justice training for Board of Directors
  - Presented at **Apples to Zucchini Cooking School, Pacifica Graduate Institute, Veggie IQ at SDRI**
  - **American College of Lifestyle Medicine** - Promoting free 5.5 CME/CE Lifestyle Medicine/Food as Medicine online course, partnering to integrate resources and menu of certification and online continuing education programs into local healthcare training



# American College of Lifestyle Medicine Integration

Rooted SBC and ACLM are partnered in presenting a full range of local and nationally integrated opportunities for plant-based nutrition and lifestyle medicine training.

## Healthcare Training & Continuing Education

- American Board of Lifestyle Medicine Certification
- ACLM Online Continuing Education (CE/CME)
- ACLM Online Community Health Worker Lifestyle Medicine Training
- Rooted SBC Bilingual Plant-Based Nutrition Educator Certification (In-Person/Local)
- Ongoing and Single Class Trainings for Healthcare Teams

## Expansive County Health Workforce Patient Resources and Support

- Downloadable Nutrition and Lifestyle Medicine Education Materials
- Nutrition and Food Skills Education Programs: Online Video-Based Learning Library, Clinic and Community-Based Classes, Employee Wellness Programs



# Coming Soon!

## Spreading Roots Membership Program

In 2024, Rooted will be launching a membership program for local organizations and businesses of all sizes to invest in widely accessible education resources and tools for the greater community as well as training and education for their teams and communities. This three-tiered model will include:

- **Tier 1 - Base/Community Membership:** Organizations, businesses, and learning institutions invest in widely accessible printed and web-based education resources and tools for internal team and broader community. Starts with base membership then can add additional tiers or a la carte programs.
- **Tier 2 - Community, Clinic-Based, Employee Wellness and Training Programs and Packages:** Rooted brings in-person or web-based nutrition and food skills programs to individual nonprofit organizations, clinics, and local businesses.
- **Tier 3 - Consulting & Custom Packages**
- **Plant-Based Nutrition Educator Certification Program (“Training the Trainers”):** Comprehensive ten-session training program to be delivered to teams or in cohorts equipping our county health, direct service and workforce with plant-based nutrition and lifestyle medicine and how to teach in communities countywide.

Membership, Fee-based, Subsidized and Co-Fundraising Possibilities for Nonprofits





# National and Community-Centered Models

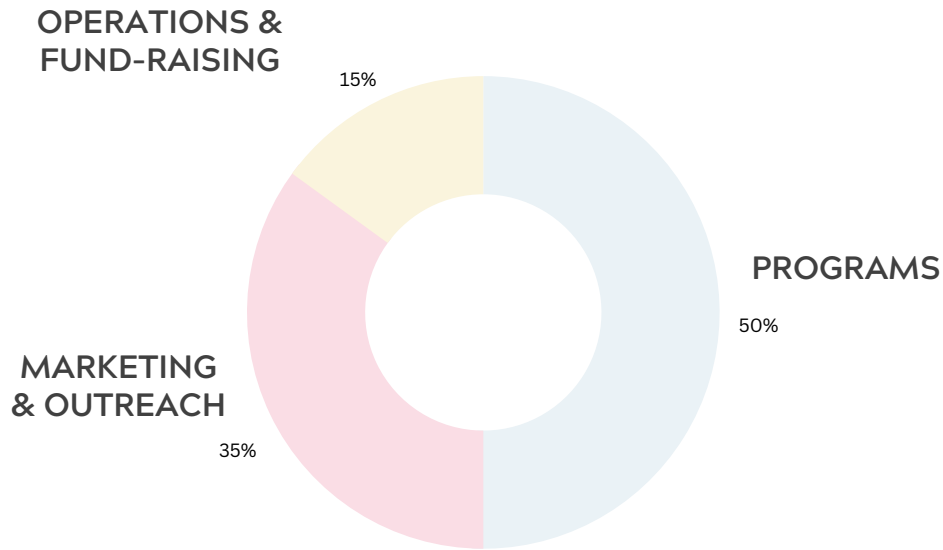
## National/International:

- **American College of Lifestyle Medicine** - The medical professional society providing quality education and certification to those dedicated to clinical and worksite practice of lifestyle medicine as the foundation of a transformed and sustainable health care system.
- **T. Colin Campbell Center for Nutrition Studies** - Committed to increasing awareness of the extraordinary impact that food has on the health of our bodies, our communities, and our planet through science-based education, service, and advocacy.
- **The Plantician Project** - Educates, equips and empowers physicians, healthcare providers and other health influencers with knowledge about the indisputable benefits of whole food plant-based nutrition.
- **Esselstyn Foundation** - Committed to healing the world through the promotion of whole food, plant-based nutrition by partnering with existing non-profits and community-based organizations.
- **Physicians Committee for Responsible Medicine** - Dedicated to saving and improving human and animal lives through plant-based diets and ethical and effective scientific research.
- **Support & Feed** - Committed to mitigating climate change and increasing food security by driving global demand, acceptance, and accessibility of plant-based food.

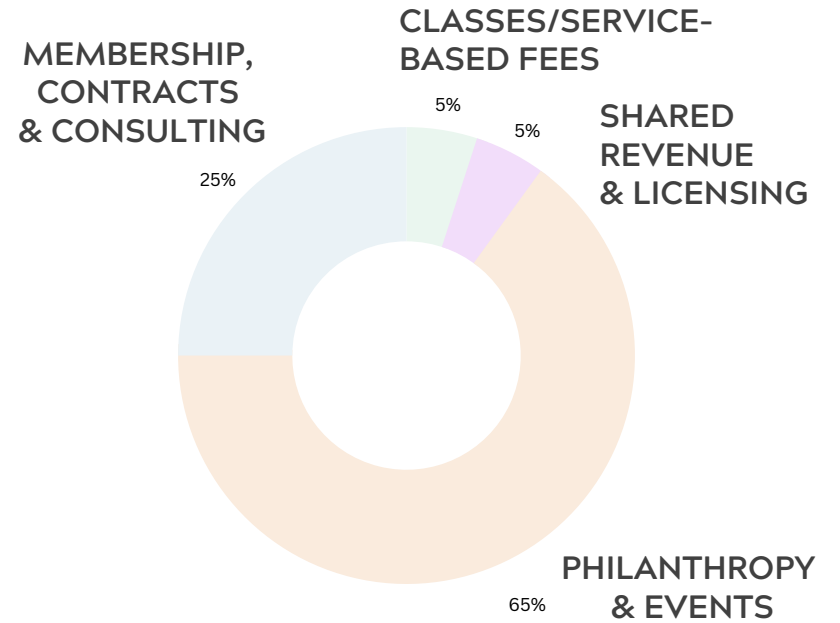
## Community-Centered:

- **Plant-Powered Metro New York** - Empowers NY's diverse local communities to find better health and overcome chronic disease through whole food, plant-based nutrition. Offers evidence-based education, resources, and support to create community and inspire change throughout the New York metropolitan area.
- **NYC Health & Hospitals Lifestyle Medicine** - Comprehensive Lifestyle Medicine education and support program for patients led by trained experts
- **Healthy City in Midland, TX** - Raise awareness and increase education on how to improve overall health and prevent and reverse the most common disease processes from a scientific and medical research-based perspective.
- **Rochester Lifestyle Medicine Institute** - Operationalizes Lifestyle Medicine with practical programs that have low barriers to entry for patients and their physicians

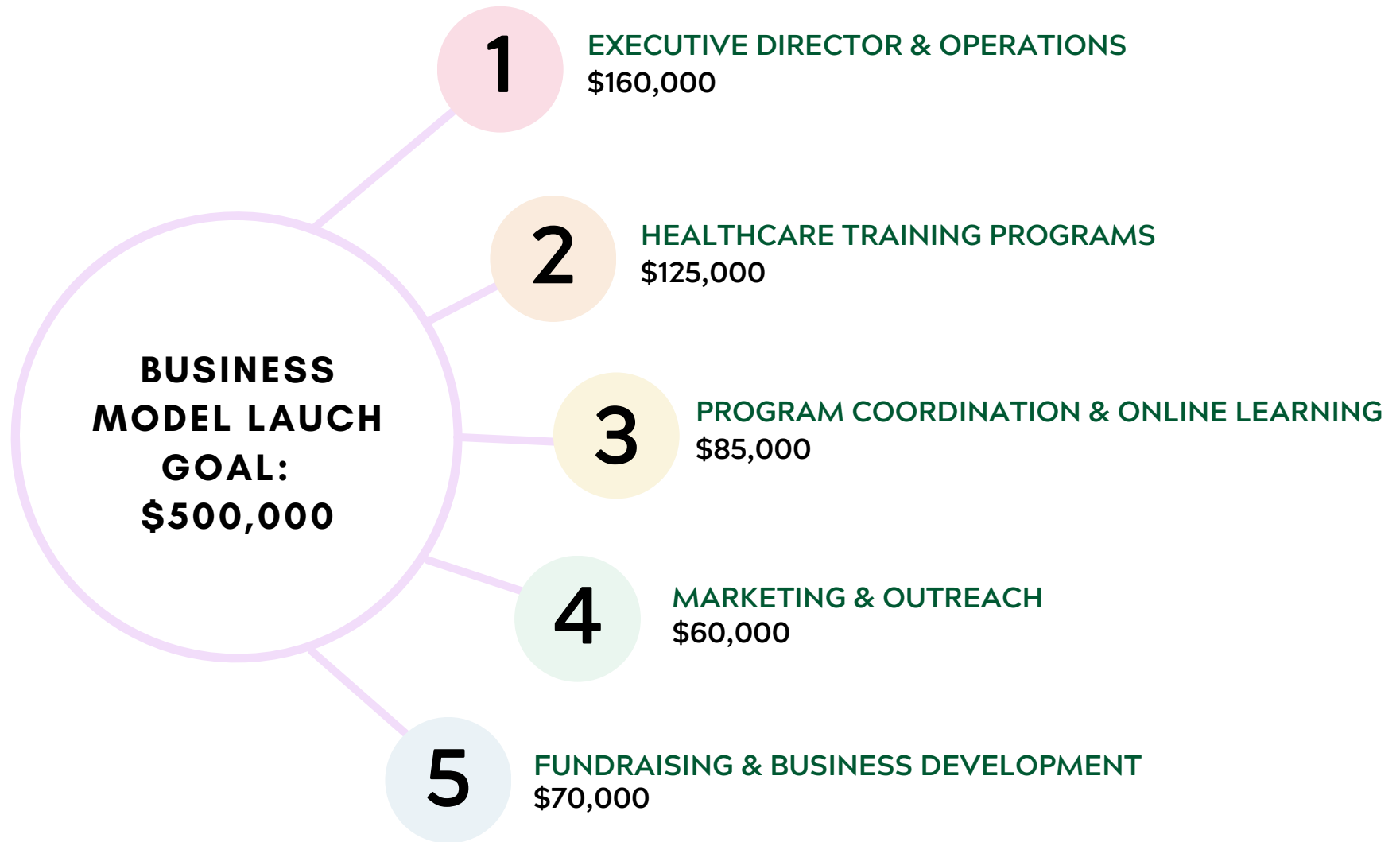
## Initial Estimated Expense Structure



## Initial Estimated Revenue Streams



# 12-MONTH BUDGET FORECAST



# Journey for 2023 & 2024

- **2023 Programmatic**

- **Widely Accessible Bilingual Programs**
  - Online Portals Launched (Nutrition, Healthcare, Food Skills)
- **Healthcare Outreach, Training, and Curriculum Development**
  - SDRI Curriculum Development & Community Health Worker Training
  - CNS Plant-Based Nutrition/Food for Health Training
  - Plant-Based Nutrition Educator Certification Program Developed
  - ACLM Outreach
- **Education & Outreach Team Infrastructure Designed**

- **2023 Organizational**

- **Business Model Completed**
  - Take Root Campaign Reignited
  - Volunteer Fundraising Leadership Expanded
  - Rooted in Community Open House (October)
  - Plantsgiving (November)

- **2024 Programmatic**

- **Pilot Educator Training Program**
  - Draft Community-based curriculum
  - Expanded Healthcare/Community Health Worker Outreach and Training
- **Expand nutrition and food skills online learning and digital/printed resources**
- **Partnerships expanded/new model launched**
- **Ingetrate ACLM Partnership**
- **Relaunch monthly class or webinar**
- **Launch Lifestyle Medicine Roundtable and Trainings**
- **Introduce community leads/pods**
- **Community listening**

- **2024 Organizational**

- **Hire Executive Director and initial staff team**
  - Hire Network and Program Coordinator
- **Launch 501c3 Process or next phase of fiscal sponsorship**
- **Headquarters research**





# Key Measurables

## Three Year Goals

- Establish strong name recognition among county healthcare providers and practitioners
- Diverse county-wide education team
- 500+ community health workers and clinicians engaged in nutrition and lifestyle medicine training or certification and confident in understanding, supporting and recommending plant-centered nutrition and lifestyle medicine in preventive care and treatment
- 25,000 community members reached through programs, online resources, partners, and employee wellness programs
- Three healthcare system partnerships
- Three employee wellness partners established
- Three food system partnerships