



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-forward 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

Our Theory of Change

Rooted Santa Barbara County mobilizes our community to break down barriers to good health through food-as-medicine and lifestyle medicine education and support. We equip our community to live healthier, longer lives by building on the strengths, traditions, and resilience of local families. In our county, six in ten adults have chronic illnesses, disproportionately affecting low-income and Hispanic/Latine families—yet 80% of these diseases can be prevented or improved with the right support.

Health is shaped by access. When nutritious food, education, and healthcare resources are out of reach, so is better health. Systemic barriers prevent 30% of local households from getting the food and care they need, fueling cycles of poor health and financial hardship. Meanwhile, 97% of us don't get enough fiber—one of the most effective tools for preventing and treating chronic disease—while most healthcare providers receive less than 1% of their training in nutrition. Our system prioritizes costly treatments over prevention, even though nutrition and lifestyle are frontline recommendations for chronic disease management and can significantly improve, prevent, and even reverse many conditions.

Rooted is changing that. Health equity - where everyone has a fair and just opportunity to achieve their best health - requires both systemic change and direct support. Through bilingual nutrition education, healthcare training, and community partnerships, we honor cultural knowledge, lived experience, and evidence-based nutrition. By shifting healthcare to prioritize prevention and equipping families and providers with practical tools for nutrition-based healthcare, we create lasting change—ensuring everyone has the opportunity to thrive.

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

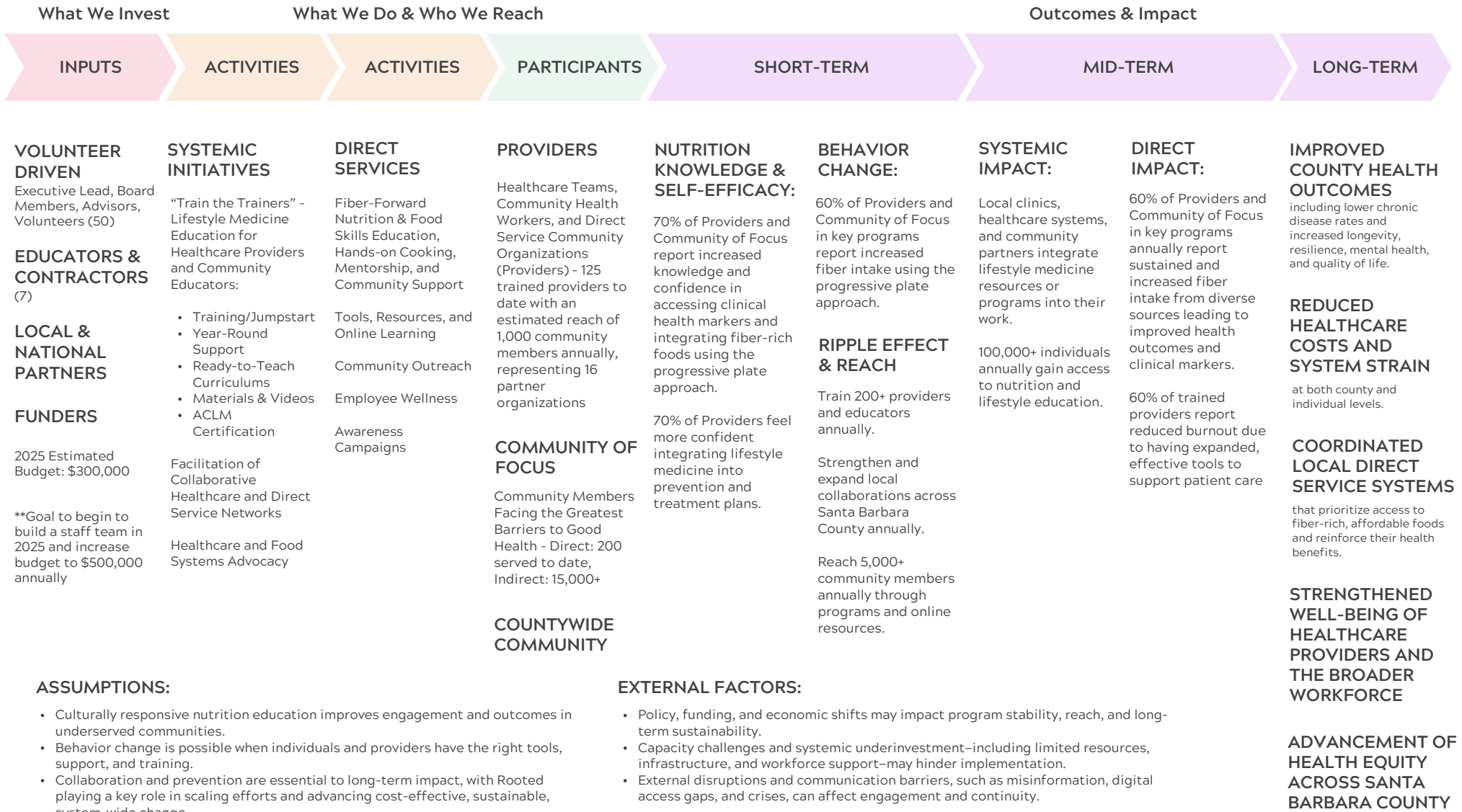
Community members equipped with the knowledge, know-how, encouragement, and community support to confidently make meaningful habit changes that improve health and lower risk of chronic disease.

COMMUNITY IMPACT

- **Improved Community Health Outcomes**
- **Reduced Healthcare Costs and System Strain (County and Individual Level)**
- **Coordinated direct service systems that prioritize access to fiber-rich, affordable foods and reinforce their health benefits.**
- **Enhanced Well-Being of Healthcare Providers and the Broader Workforce**
- **Advancement of Health Equity across Santa Barbara County**

Logic Model

Situation: Rooted Santa Barbara County equips our community to overcome barriers to good health through food-as-medicine and lifestyle medicine education, focusing on prevention and long-term well-being. With chronic illness affecting 60% of adults—disproportionately impacting low-income and Hispanic/Latine families locally—Rooted **addresses systemic inequities and builds on the strengths of local communities** by expanding access to bilingual nutrition education, healthcare training, and culturally relevant support. By prioritizing **prevention**, equipping families and providers with **practical tools**, and advocating for **systemic change**, Rooted works to create a future where everyone has the opportunity to achieve their best health.





Programs & Services

Three to Five Year Road Map

Training

- Bilingual PBN Educator Jumpstart and Certificate Programs 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 Jumpstart, 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 Toolkits

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
- Community Health Worker and Educator Network

Healthcare and Direct Service Organizations, Healthcare Providers, Health Educators



Programmatic Phases

2024-2027

Phase 1: Training the Trainers (2024-2025 Launch)

Our initial phase focuses on training local health workers and community professionals to deliver plant-forward nutrition and lifestyle medicine education effectively.

- **Nutrition is Life/Nutrición es Vida Jumpstart & Certification:** Bilingual plant-based nutrition and lifestyle medicine training for healthcare providers and community workers.
- **Education Programs:** Customizable, in-person and virtual sessions designed for clinics, community organizations, and direct service teams.
- **Webinars & Online Library:** Accessible to county-wide healthcare providers, offering resources like ACLM continuing education, bilingual videos, and patient-provider materials.
- **Lifestyle Medicine Roundtable:** Monthly meetings to connect and mentor local providers interested in lifestyle medicine.

Estimated Reach: 200 trainees annually*

Annual Cost: \$250,000.

*Each trainee educated has the potential to reach an average of 1,000 community members annually through their practices and organizations.

Phase 2: Tools to Teach & Community Organizing (2025)

Building on Phase 1, we aim to further empower local educators and expand community engagement.

- **Trilingual Curriculum Library:** A resource for health educators, with topics ranging from food and nutrition to behavior change in English, Spanish, and Mixteco.
- **Community Health Worker Network:** Ongoing support for community organizers with training resources, stipends, and grants to host events and cooking demonstrations.
- **Plant-Powered Food Sponsorships:** Support for catering, potlucks, cooking classes, and food demos at local events.

Estimated Reach: Potential to impact 25,000-100,000+ individuals annually as the program scales.

Annual Estimated Cost: \$150,000.

Phase 3: Clinic & Employee Wellness Programs (2026 - 2027)

We will expand impact by integrating into local healthcare settings, businesses, and employee wellness initiatives

- **Partnered Education:** Local healthcare clinics, businesses and nonprofits integrate Rooted programs and trained educators into their services and human resource programs
- **Community Wellness Toolkits:** Kits to support education and engagement in neighborhoods across Santa Barbara County.

Phase 4: Scale (Potential Future Initiative)

We envision scaling our model to other counties, creating a state-wide initiative with broader outreach.

- **Expansion of Programs:** Bilingual training programs will serve as a model to train educators across California and potentially beyond.



Key Programs & Partnerships to Date

- **Nutrition is Life/Nutricion Es Vida “Train the Trainer” Pilot Program** with 22 local community health workers and healthcare and direct service providers from ten partner organizations, English and Spanish, Summer 2024
- **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 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
 - **Bridging Voices - Uniendo Voces** - DEI training and language justice training for Board of Directors
 - **Santa Barbara Public Library** - Free Spanish and English Nutrition and Cooking Classes at the Eastside Public Library
 - 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



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

Coming Soon!

Spreading Roots Membership Program

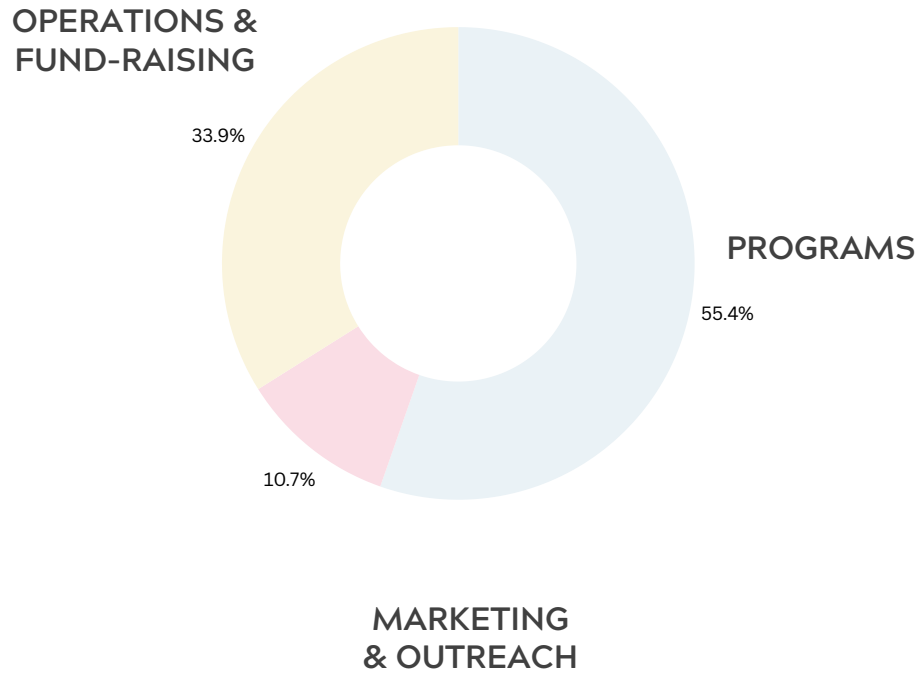
In 2024, Rooted soft launched a membership program for local organizations and businesses of all sizes to invest in widely accessible education resources and tools for the greater community as well as training and education for their teams and communities. This three-tiered model will include:

- **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.

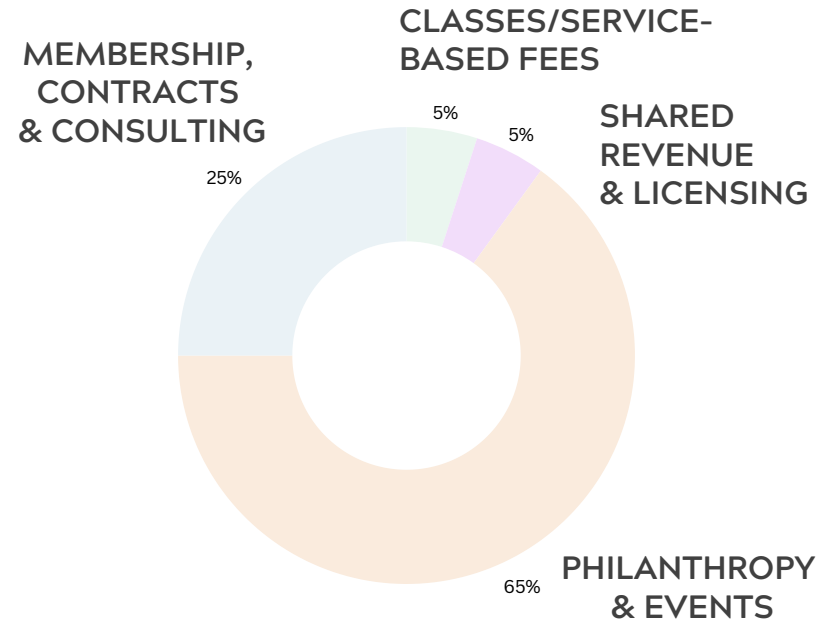
Membership, Fee-based, Subsidized and Co-Fundraising Possibilities for Nonprofits



Initial Estimated Expense Structure



Initial Estimated Revenue Streams



12-MONTH BUDGET FORECAST

