



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

# SPREADING ROOTS

A Plant-Powered Community Partnership



Mobilizing Santa Barbara County to grow health equity and resilience through whole food plant-based nutrition education and support.



**Plant a strong foundation of health in your organization! Together, we can equip your employees to take a leading role in their health and eat to thrive.**

## Join Our Community-Wide Investment in Prevention & Long-Term Health

**80%**

of the leading causes of death, disability, and healthcare spending are estimated to be attributable to lifestyle-associated conditions, like heart disease and type 2 diabetes, that can often be prevented, improved, reversed, or delayed with plant-centered eating and other health-promoting habits.

Traditional U.S. healthcare models center around fee-for-service and reactive treatments after symptoms start. We're rewriting the script by **pioneering a value-based care model** that equips your employees to take control of their health.

**Invest in prevention with us.**



### Grow health. Squash costs.

The ROI on effective employee wellness is estimated to save employers \$2 - \$6 for every \$1 spent.

Employees with more health risk factors cost more to insure and pay more for healthcare than people with fewer risk factors.

Benefits of plant-forward eating for your team include better health, increased engagement, greater focus, higher energy, fewer accidents, higher productivity and cost savings with lower absenteeism, and decreased need for expensive prescription drugs and medical procedures.

Join us in supporting your teams with **meaningful, culturally relevant and bilingual** nutrition and food skills programs while breaking down barriers to good health for those in our community who need it most.

By joining our **Spreading Roots Partnership**, you're not just linking arms; you're cultivating change. Help us "spread roots" for plant-centered nutrition across your workforce. We're a stronger community when we're all healthy.

ROOTED SANTA BARBARA COUNTY

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Rooted Santa Barbara County is fiscally sponsored by the Santa Barbara Foundation, a 501c3 nonprofit charitable organization.



# SPREADING ROOTS

## 2024 Corporate and Business Partnership Tiers



**Did you know?**

The true cost of food is now estimated at three times what we spend on it when we account for the cost of diet-related illness and the food system's contributions to environmental degradation.

**Together We Can: Improve Health Outcomes • Lower Risk of Chronic Disease • Boost Workforce Well-being • Reduce Insurance, Healthcare, and Medical Costs • Advance Health Equity and Resilience**

### Tier 1: Link Arms and Join Our Partnership!

Employee wellness shouldn't be a perk but a critical strategic necessity. Tier 1 Partners make possible an ever-growing collection of resources that benefit your teams as well as our under-resourced neighbors countywide. These include: nutrition and food skills education materials, tools for addressing common barriers, regular community-wide nutrition education and healthcare training programs, nutrition and food skills video learning library, recipes, ongoing support, and community pod toolkits to build your own work wellness network. Invest and easily build an online employee or resource toolkit for your business!

**Individual** - \$100/annually

**5 or Fewer Employees** - \$500/annually

**6 - 10 Employees** - \$1,000/annually

**11 - 49 Employees** - \$2,500/annually

**50 - 99 Employees** - \$5,000/annually

**100 - 499 Employees** - \$10,000/annually

**500+ Employees** - \$25,000/annually

### Tier 2: Bring Our Team to You!

- In-person, virtual, and online go-at-your-own-pace single and series classes for your team
- Overall health and disease-specific nutrition education programs
- Multi-day, facilitated jumpstarts to help your team eat more plants
- Food skills and literacy basics
- Employee wellness
- Specialized coaching or team training opportunities with customizable topics
- Fun, engaging, achievable!

### Tier 3: Training & Consulting

- Whole food plant-based and employee wellness program integration
- Restaurant, cafeteria and food systems transitions, and more!

### Tier 4: Train the Trainers - Plant-Based Nutrition Educator Certification Program

- Team training series on the basics of plant-based nutrition and lifestyle medicine
- Tools for changing behavior and delivering plant-forward programs and offerings to your workforce

\*Tier 2, 3, and 4 pricing available upon request. Additional sliding scale rates available for small businesses.



Join us!

To join our Spreading Roots Partnership and programs, please visit [RootedSantaBarbara.org/invest-in-community-health](https://RootedSantaBarbara.org/invest-in-community-health) and contact us at [hello@rootedsantabarbara.org](mailto:hello@rootedsantabarbara.org).