



**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 community! Together, we can equip our county residents 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 our community to take control of their health.

**Invest in prevention with us.**

Join us in supporting your teams, clients, and communities with **meaningful, low-to-no-cost, culturally relevant and bilingual** nutrition and food skills programs while breaking down barriers to good health for those who need it most.

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



**Grow health. Squash costs.**  
Benefits of whole food 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. Healthy food is healthcare.

ROOTED SANTA BARBARA COUNTY

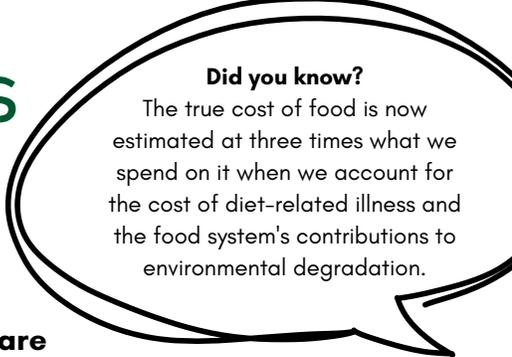
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Rooted Santa Barbara County is fiscally sponsored by the Santa Barbara Foundation, a 501c3 nonprofit charitable organization.



# SPREADING ROOTS

## 2024 Healthcare & Nonprofit 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 Provider and Workforce Well-being • Reduce Healthcare and Medical Costs • Advance Health Equity and Resilience**

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

Tier 1 Partners make possible an ever-growing collection of resources that benefit your teams and communities 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, a Lifestyle Medicine Roundtable for practitioners, and community pod toolkits for community organizers.

**Healthcare Provider/Individual** - \$100/annually  
**5 or Less Employees** - \$500/annually  
**6 - 10 Employees** - \$1,000/annually

**11 - 49 Employees** - \$2,500/annually  
**50 - 99 Employees** - \$5,000/annually  
**100 + Employees** - \$10,000/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 or communities you serve
- 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 CME/CE, nutrition, and culinary medicine team training opportunities with customizable topics
- Prescribed or direct sign-up
- Fun, engaging, achievable!

### Tier 3: Training & Consulting

- Whole food plant-based program integration
- Healthcare Systems transformations
- Restaurant 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 behavior change and delivering plant-forward programs and offerings to your community

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



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).