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Rooted Santa Barbara County's
Take Root Campaign Deck
Invest in a healthier community by helping
Santa Barbara County eat to thrive

OPTIMAL HEALTH IS ROOTED IN PREVENTION

Science has established a direct link between food and chronic disease, yet diet-associated conditions persist as leading contributors to poor health and premature death, locally and beyond.

The Facts

Health Statistics

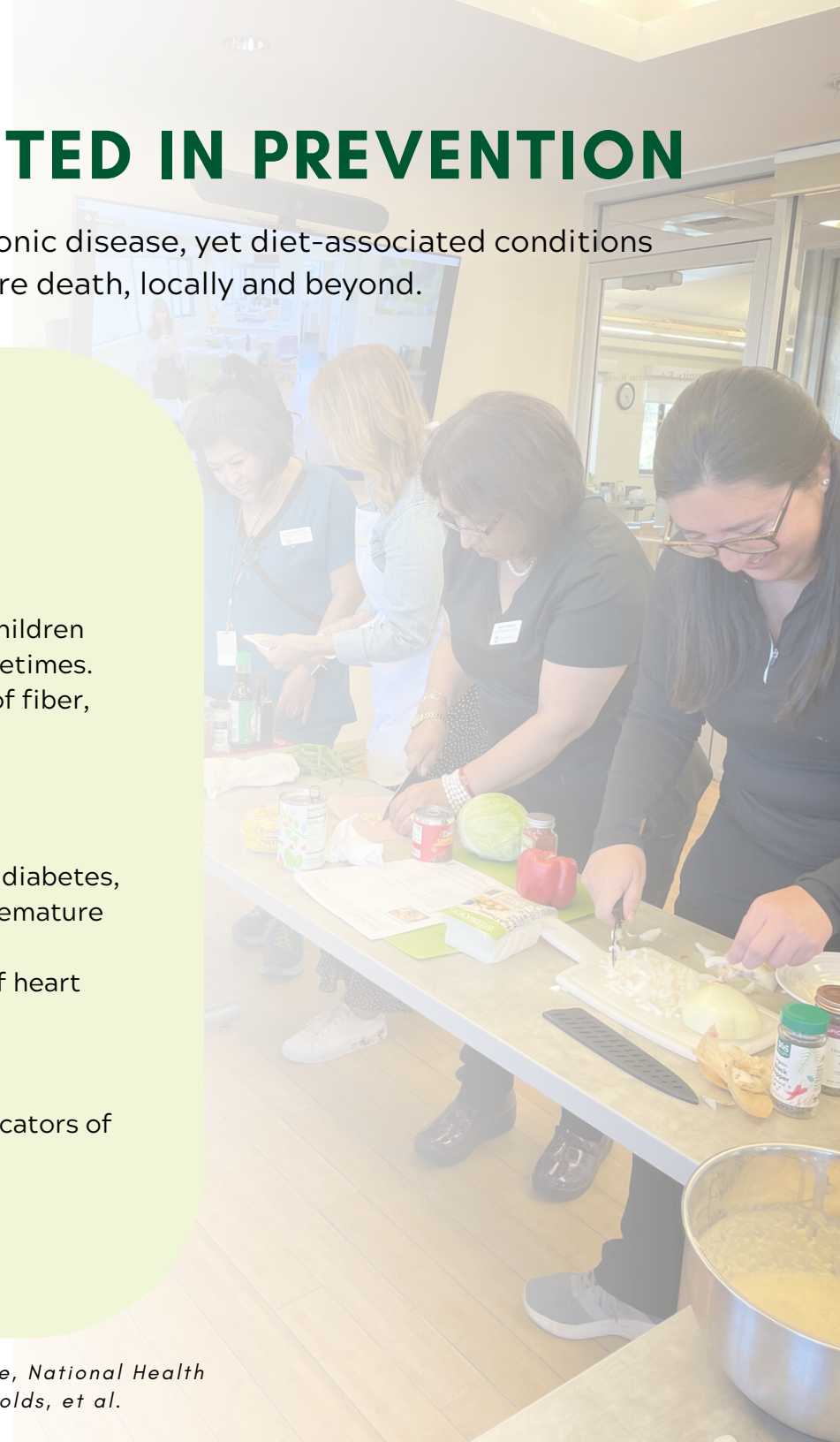
- 60% of US adults have one chronic disease.
- 40% of US adults have two or more chronic diseases.
- Predictions suggest 33% of all children and 50% of Hispanic children born in 2000 or after could develop type 2 diabetes in their lifetimes.
- 95% of Americans don't meet the recommended daily intake of fiber, which is associated with leading causes of death.
- About 40% of local children are overweight or obese

Leading Causes of Poor Health in Santa Barbara County

- Chronic diseases such as cancer, heart disease, stroke, type 2 diabetes, and Alzheimer's contribute significantly to poor health and premature death in our county.
- Diet and lifestyle factors have the potential to address 80% of heart disease, 80% of type 2 diabetes, and 40% of cancers.

Health Disparities

- Ethnicity, income, and education are the most significant indicators of health disparity and well-being in the county.



FOOD IS THE PROBLEM AND THE SOLUTION

A complicated and overly burdensome environment affects how we access food and make choices, making it especially tough for families who are most vulnerable to health inequities in our county.

Healthcare prioritizes prescription over prevention, with health expenditures accounting for 18% of US GDP spending. (\$3.3 trillion)

86% of health expenditures are spent on treatment of chronic disease - 80% of which are largely preventable.

Less than 1% of medical school education hours are spent on nutrition training.

The US spends \$38 billion every year subsidizing meat and dairy while high consumption of calories from subsidized foods is associated with a greater probability of several cardiometabolic risk factors.

Treating obesity-related cardiometabolic diseases is estimated to cost from \$150 billion to \$300 billion per year, exceeding government spending on farm support or nutrition assistance programs.

80% of the \$14 billion/year spent by the food and beverage industry on advertising is used to promote fast food, sugary drinks, candy, and unhealthy snacks.

By comparison, the US Centers for Disease Control has only a \$1 billion budget for all chronic disease prevention and health promotion.

Food company marketing targets their least healthy products to children, teens and communities of color - these foods become the most desirable and most accessible.

Enough is enough. At Rooted, we know there's more we can do.



"...Instead of preventing, we manage. Never cure, just mitigate. Why? Because of finance, culture, habit, and tradition. We have excellent tools for prevention, but we settle for risk-factor control with medications and other partial measures. While most individual financial interests are not well-served by prevention, many of us envision a world where trillions of dollars are not spent on medical care that should never have been necessary, but rather on infrastructure, environment, education, and advancing science."

Kim Allan Williams, MD, Sr., MACC, FAHA, MASNC, FESC

Past President, American College of Cardiology

Editor in Chief, International Journal of Disease Reversal and Prevention

Keynote Speaker, 2020 & 2023 Healing the Heart: Second Annual Cardiology Symposium of the Central Coast presented by The Heart & Vascular Center at Cottage Health



EATING OUR WAY TO BETTER HEALTH

The American diet is the primary risk factor for death in the U.S. The good news is we have the opportunity as a community to improve health outcomes by harnessing the power of food.



LOWER RISK

Plant-based diets lower heart disease risk factors, for a variety of populations, by lowering triglycerides, improving weight, and controlling hypertension, insulin, inflammation and oxidative stress.



GREATER BALANCE

A whole food plant-based diet offers a safe and effective way to improve blood sugar control and insulin sensitivity to reduce risk and improve treatment for type 2 diabetes.



FEWER SYMPTOMS

Diets high in plant-based foods have beneficial effects on symptoms of autoimmune diseases.



FUTURE PROTECTION

Evidence demonstrates that eating a variety of whole plant foods protects cells from damage and helps lower risk for many common cancers including breast and many digestive cancers.



We can prevent, arrest, reverse or delay about 80% of chronic diseases by focusing on plant-based eating patterns and healthy lifestyle habits. Every meal is a chance to either prevent or contribute to disease. Eating more fiber and nutrient-packed plant foods such as fruits, veggies, whole grains, legumes, nuts, and seeds is an effective yet underutilized opportunity to decrease chronic diseases and improve health overall.

AN ENVIRONMENT BUILT TO FOSTER LONGEVITY

Encouraging a shift towards consuming more plant-based foods to prevent chronic diseases might seem simple, but our society and systems are geared to support the standard American diet (SAD). To make a substantial change, we need to systematically transform these systems from within.

In Santa Barbara County, we're cultivating a culture where making healthy choices becomes easy and common. This involves accessible, science-based programs and system-changing partnerships to support community members facing the greatest barriers to good health.

To achieve this, our efforts focus on providing nutrition and food-skills education, training programs and resources for:

- Healthcare providers and community health workers
- Direct service and food organizations
- Businesses and their employees
- Individuals and families

Our approach recognizes that just educating individuals isn't enough if our environment fails to support putting that knowledge into action. By ensuring the entire community is equipped with the knowledge, skills, encouragement, and support to confidently make meaningful habit changes, multiple generations of families can lead the way in taking charge of their long-term health.

Together we can: Improve Health Outcomes • Lower Risk of Chronic Disease • Reduce Healthcare and Medical Costs • Boost Health Provider and Workforce Well-being • Advance Health Equity and Resilience

**Source: The Blue Zones*



A COLLABORATIVE HUB FOR FOOD AND HEALTH

In 2023, we developed our long-term business model in partnership with the Women's Economic Ventures. Our design establishes a collaborative, sustainable model to equip community members with the greatest barriers to good health and those who shape our health and food environments to combat chronic disease and improve health with plant-based nutrition. Lead strategies include:

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 & 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.

TAKE ROOT CAMPAIGN

Invest in a community that fosters generations of vibrant, healthy families.

Campaign Goal: \$500,000

12-MONTH BUDGET FORECAST



Rooted's business model includes a comprehensive range services and diverse sources of income. Campaign gifts will invest in establishing a foundational staff and organizational structure to advance preventive health and food is medicine in our county. Learn more about the model by contacting invest@rootedsantabarbara.org.

JOIN OUR HEALTH MOVEMENT: GIVE TODAY!

Turnip the Beet Society - Major Donors

Donations by individuals, foundations, and corporations of \$5,000, \$10,000, \$25,000, \$50,000 or more places you in the **Turnip the Beet Society** as a leader in building and growing Rooted Santa Barbara County's nutrition and food literacy opportunities and system-bending movement.

Donors in the **Turnip the Beet Society** are acknowledged as major donors in digital and printed publications, select special event recognition, and curated opportunities.

Donations and recurring giving can be easily set up at RootedSantaBarbara.org/donate or contact us at invest@rootedsantabarbara.org for more information or to make a pledge or stock donation.

Nonprofit and Corporate Partnerships

Membership, event sponsorships, grants, or hiring Rooted to bring clinic, employee wellness or partnered programs to your organization directly supports our mission. Let's work together to advance our community's health in a way that works for you.

TURNIP THE BEET SOCIETY & DONORS \$1K+

Total Giving as of April 2024

\$50,000+



\$10,000+

Anonymous
George Ayoub, PhD
Brittingham Family
Foundation
James S. Bower Foundation
Food for Health Foundation

Kate Farms
Santa Barbara Foundation
Beth and Will Skidmore
Williams-Corbett
Foundation

\$5,000+

Yvette and Jeff Giller
Emma and Dave Malina
Ginger Salazar and Brett Matthews
T. Colin Campbell Foundation

\$1,000+

Bessemer Trust
Sarah and Fred Kass
Janet and John Kruger
Beth Prinz, MD

Chrissy and JD Roth
Towbes Foundation
David and Lori Tremer Huey

“We are thrilled to be a part of Rooted Santa Barbara County’s growth. We share a common vision for how food can be a significant driver for change in our community’s health. Their work will help ensure nutrition and food skills education is accessible and empowers our healthcare community and community members alike.”

Yvette Birch Giller, President of the Mosher Foundation

OUR PARTNERS

Rooted Santa Barbara County is a trusted partner to these local and national organizations as a collaborator, consultant and contractor. Our partner list is evergrowing:

COMMUNITY PARTNERS



NATIONAL PARTNERS



T. COLIN CAMPBELL
Center for Nutrition Studies

Together, we are empowering our community to take a leading role in their health through plant-forward lifestyles to build health equity and resilience county-wide.

ROOTED SANTA BARBARA COUNTY'S LEADERSHIP

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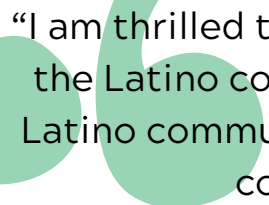
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“I am thrilled to join Rooted in creating a lasting impact in our communities, and specifically the Latino communities that don't often have access to plant-based diets. Supporting the Latino community in Santa Barbara County with plant-based nutrition education is a way to connect with ancestral knowledge and honor their eating patterns.”

Mary Conneely, Promotores Coordinator, Diabetes Educator & Community Health Advocate

“Rooted takes an innovative approach to disease prevention by working to incorporate plant-based foods into treatment plans and prevention tools through our healthcare system. They collaborate with the community to make whole food plant-centered eating education accessible to everyone in Santa Barbara County.”

Lacey M Baldiviez, PhD, Chief Impact Officer, Foodbank of Santa Barbara County

“There are a lot of organizations that have good ideas but can't seem to get off the ground. Rooted's authentic leadership and clear vision is why they've been so successful. They have been strategic in building a strong foundation with incremental growth, which gives them a strong start.”



Jackie Carrera, Santa Barbara Foundation President & CEO



ROOTED
SANTA BARBARA
C O U N T Y

Thank you!

Rooted is mobilizing Santa Barbara County to grow health equity and resilience through whole food plant-based nutrition education and support. We are a fiscally sponsored organization of the Santa Barbara Foundation, a 501c3 non-profit charitable organization.

To learn more, visit our Invest in Community Health page at RootedSBC.org/Invest-in-Community-Health where you can find more on our work and vision:

- An introduction to our Business Model Design
- Strategic Plan Visuals
- Case for Support
- Program and Partnership Milestones - and more!

To support the Take Root Campaign, visit RootedSantaBarbara.org/donate or contact us at hello@rootedsantabarbara.org.

Rooted Santa Barbara County
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ROOTED
SANTA BARBARA

Creating healthier communities
through whole food plant-based
nutrition education and