

21-Day Plant-Powered Jumpstart Program Overview

February 2019

Thank you for your interest in this community-based health immersion program hosted by [Marlene Meyerson JCC Manhattan](#) and organized by [Plant Powered Manhattan](#).

Please note that the Marlene Meyerson JCC Manhattan does not expressly or exclusively endorse any one nutritional plan for every person. Please speak with your physician before commencing any new nutrition, diet, or exercise program.

The Plant-Powered Jumpstart will welcome 15-30 people who together adopt a whole food, plant-based (WFPB) diet -- the evidence-based eating pattern promoted by the [American College of Lifestyle Medicine](#) to prevent and sometimes even reverse many common chronic diseases, like heart disease and diabetes. Clinical demonstrations of the power of a healthy plant-based diet have been published in peer-reviewed journals by, among others, Dean Ornish, PhD, and Caldwell Esselstyn, MD, on heart disease, and Neal Barnard, MD, and Joel Fuhrman, MD, on diabetes. Moreover, the landmark book *The China Study* cites ample research showing that a plant-based diet can reduce the risk of Type 2 diabetes, heart disease, certain types of cancer, and other major illnesses.

DEFINITIONS

To participate in this program, you will commit to living a WFPB lifestyle for 21 days -- and no cheating! Why? Because we want you to experience firsthand what “going all the way” will do for your health. For the purposes of this program, a WFPB diet includes:

- Whole grains, legumes, vegetables, fruits, nuts, and seeds
- No animal products (meat, poultry, dairy, eggs)
- No oils, and very little added salt and sweeteners

Individuals with known food allergies and sensitivities are welcome to register. A WFPB diet can be gluten-free and can restrict other plant foods as needed.

TEAM

The JCC’s role is to host and manage the logistics of this program, while the program design and execution of the jumpstart are managed by Plant Powered Manhattan. Our team members are:

- Caroline Kohles, Senior Director of Health & Wellness Programming at JCC Manhattan
- Joelle Evans, Program Manager at JCC Manhattan
- Lianna Levine Reisner and Lynn Diamond, Group Leaders of Plant Powered Manhattan
- Rebecca Arkin, Jumpstart Project Manager for Plant Powered Manhattan. You can contact Rebecca at rebecca.arkin@gmail.com if you have questions about the program before we get started. *Please do not call the JCC with program questions.*
- Evan Queler, MD, will serve as the jumpstart’s medical coordinator, providing nutrition and health education and conducting before-and-after health exams. Dr. Queler runs a telemedicine

practice, [Timshel Lifestyle Medicine](#), and he is one of the first physicians to be board-certified in Lifestyle Medicine through the American College of Lifestyle Medicine.

21-DAY PLANT POWERED JUMPSTART CALENDAR SUMMARY

All events will be held at Marlene Meyerson JCC Manhattan, 334 Amsterdam Avenue, 10023

Required events are in italics.

- *Sunday, February 3*
 - 8:30 - 10:00 AM - *Pre-program biometric exams (overnight fasting required)*
 - 10:00 - 12:30 PM - *Jumpstart kick-off event*
- Thursday, February 7, 6:30 - 8:30 PM: Kitchen skills/cooking demonstration
- Monday, February 11, 7:00 - 8:00 PM: Online nutrition education webinar
- Tuesday, February 12, 6:30 - 8:30 PM: Cooking demonstration
- Sunday, February 17, 7:00 - 8:00 PM: Online nutrition education webinar
- Thursday, February 21, 6:30 - 8:30 PM: Cooking demonstration
- *Sunday, February 24, 8:30 - 10:30 AM: Post-program biometric exams (overnight fasting required)*
- Thursday, February 28, 6:30 - 9:00 PM: Closing celebration and send-off

PROGRAM FEE

The cost to participate is \$225 for JCC members, or \$250 for non-members.

PROGRAM SCHEDULE

The 21 days will run from Sunday, February 3 through Saturday, February 23rd. You will receive clear guidance on what you may eat, as well as meal planning ideas, cooking instruction, and nutrition education. All participants will be matched with a mentor from Plant Powered Manhattan's community who is knowledgeable about and has personal experience eating a healthy plant-based diet. Mentors can provide support via phone, text, or email for the duration of the program and beyond, as you wish.

All participants are required to attend a kick-off event on Sunday morning, February 3rd, at the JCC (334 Amsterdam Avenue). Pre-program biometric exams will take place there starting at 8:30 AM, and the full-group program will run from 10:00 - 12:30 PM. A WFPB breakfast will be provided. At the kick-off, we will review all the information you need to be successful.

Very basic biometric exams, conducted by Dr. Evan Queler or a medical assistant, will involve measuring your weight (and BMI), blood pressure, and waist/hip circumference, and a fingerstick to measure your fasting glucose and cholesterol levels. Dr. Queler may also ask qualitative questions about your well-being. In other jumpstart programs that have taken place around the country, most participants have seen healthy decreases in hemoglobin A1C and C-reactive protein, among others.

If you would like to track other biomarkers, you can work with your personal physician to acquire labs through a blood draw outside of this program. Dr. Queler can also provide a supplementary lab consultation to those that are interested in more advanced lab testing; please discuss this with Dr. Queler if you are interested.

During the month of February, we will provide a series of events, both live at the JCC and via online webinars, all of which are optional but encouraged to maximize the value of this experience. We recommend that you attend as many as possible:

- **Thursday, February 7, Tuesday, February 12, & Thursday, February 21 from 6:30 - 8:30 PM:** WFPB kitchen skills and cooking demonstrations in the JCC's Culinary Center, presented by a registered dietitian and a PCRM Food For Life instructor. Specific topics TBA.
- **Monday, February 11 and Sunday, February 17, from 7:00 - 8:00 PM:** online nutrition education webinars, led by Dr. Evan Queler, including Q&A on topics most relevant to you.

Moreover, there are other related events in February, which you must register for separately:

- Tuesday, 2/5: Plant Powered Network Night (downtown) featuring a plant-based doctor's top food tips for health and well-being - [register here \(free\)](#)
- Tuesday, 2/26: Prevent Heart Disease with Food, presented at the JCC together with Plant Powered Manhattan, featuring two local plant-based cardiologists - [register here \(free\)](#)

Post-program biometric exams will take place on Sunday morning, February 24th (the "day after"), at the JCC, beginning as early as 8:30 AM. Specific instructions and/or appointments will be made available closer to the date.

There will be a closing celebration and send-off on Thursday, February 28th at the JCC from 6:30 - 9:00 PM. This event will be open to the public. You will be invited to share your stories, and Dr. Queler will share anonymous and aggregated biometric results. We will also go over strategies and tips for maintaining a lifelong commitment to a WFPB diet, to strive for your best health for many years to come.

MEDICAL CONSIDERATIONS

Numerous studies have shown that people adopting a WFPB diet can experience significant reductions in blood pressure and cholesterol levels and sometimes eliminate or reduce their need for diabetes and cholesterol medications during this short period. **Participants taking medications for hypertension or diabetes should be prepared to work with their healthcare provider to make adjustments over the course of the jumpstart program. You will be asked to provide a letter from your physician indicating that they are aware of your participation in the jumpstart and are prepared to adjust your medications as needed.**

Any other side effects from the dietary transition tend to be minimal, including some discomfort while the body detoxifies and the composition of the intestinal microbiome shifts (e.g. night sweats, flu-like symptoms, bloating) due to the much higher fiber content of a WFPB diet. Most issues should resolve early on, before the end of the three weeks. In particular, if you do not have many legumes in your diet now, be sure to start with small portions early in the program and increase portion size gradually.

REQUIREMENTS & ELIGIBILITY

To participate in the Plant-Powered Jumpstart, you will be required to sign a few simple forms and a waiver. Note that we intend to take photos at live events. If you have any concerns about being photographed, please be in touch with Rebecca.

To be eligible to participate, you must:

- Be at least 18 years of age
- Fully commit to adhere to a WFPB diet for the duration of the program. If you are traveling or predict that some other circumstance will make it challenging to participate during this period, you may not qualify for admission to this jumpstart.
- Be available to attend the kick-off event and post-program biometric exam and, in good faith, attend as many of the other evening programs offered during the month of February
- Agree to participate in biometric exams at the specified times
- Pay the registration fee through the JCC website
- Sign all program forms

Although all are welcome, priority will be given to those who do not already eat a vegan or mostly plant-based diet.

This program will be capped at 30 people, and final participation decisions are made at the discretion of Dr. Queler. We will be keeping a wait list. If you are accepted and then determine that you cannot participate, please contact Rebecca as soon as possible. If you are not accepted into the program, don't let that stop you! [This list of resources](#) can help you get started yourself, and Plant Powered Manhattan's community provides informal support and community, including peer mentoring. We also invite you to consider virtual programs like PCRM's [21-day vegan kickstart](#). Moreover, we hope to be able to offer this program again at the JCC. Note that the program fee will be refunded if, for whatever reason, you are not accepted into the program.

REGISTRATION DEADLINE

Please register on the JCC's website by Tuesday, January 29th. Once you register, if you meet the eligibility requirements, Rebecca will connect you to Dr. Queler for an intake call, prior to the kick-off event. Upon acceptance into the program, we will send you a packet of information detailing the dietary guidelines, neighborhood resources, recommended pantry list, and simple recipes.

PREPARED MEAL OPTIONS

Finally, if you would like to help yourself through the program by purchasing prepared WFPB meals, please make arrangements on your own through one of the following WFPB companies. At this time, we are not aware of any kosher-certified options.

- [Plant Pure](#) - frozen meals by the family behind the Plant Pure Nation documentary
- [Euphebe](#) - a local frozen meal company that can work with your allergies and sensitivities
- [Mama Sezz](#) - all gluten-free company that delivers fresh meals, not frozen

If you are considering using a different meal delivery service, please contact us to verify if it meets the jumpstart's dietary guidelines.

We hope to welcome you into the program next month! Get ready for an amazing experience!