



## STATE OF THE NATION



June 24, 2015

# STATE OF THE NATION

ISSUE #2

## PLANTPURE NATION UPDATE

We just reached a major milestone ... the final version of our film is now complete. Among other changes, we added a section near the end that communicates our PlantPure Pod strategy.

In bringing *PlantPure Nation* to the public, we are breaking all the rules of filmmaking and marketing. We screened a rough cut of our film in 23 cities, showing an unfinished version with blemishes not yet fixed. But we did this to generate grassroots interest in the film prior to its launch, and to get valuable feedback for further editing. This helped involve our audiences in the creative process of shaping the film. You might say we applied the "crowdsourcing" concept to our film.

We also have developed an unconventional marketing strategy. Rather than push our film into the market, we will soon launch a plan that enables groups of people to *pull* the film into their towns or cities, and to use the film for the larger purpose of launching a local PlantPure Pod. Individuals will be able to join together to bring our film into their communities for two or more showings, work together to market these showings, then use each showing to announce to the audience the formation of the Pod. By the end of the year, we hope to have more than *100 Pods* up and running! We soon will have content and functionality on our website encouraging people everywhere to initiate this process.

As you know, our ultimate goal is to help launch a grassroots movement around one of the most powerful ideas of our time. With your help, we can get there!

— *Nelson Campbell*

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## FEATURED PLANTPURE RECIPE

*This will be a regular feature in all upcoming State of the Nation bulletins. Today's recipe is generously provided by Kim Campbell, author of The PlantPure Nation Cookbook. (Ed.)*



### **Artichoke and White Bean Salad**

This is a delicious summertime dish that is full of fresh herbs, beans, olives, and artichokes. It's easy to change the vegetables and try seasonal ones such as tomatoes, avocados, or cucumbers.

**Serves:** 4-6

**Prep Time:** 15 minutes

**Cook Time:** 0 minutes

### **Ingredients:**

Two 15-ounce cans white beans, rinsed and drained

One 14-ounce jar artichoke hearts (packed in water, not oil), drained and chopped

1 celery, finely diced

1 red bell pepper, diced

3/4 cup black olives, chopped

4 green onions, sliced

2 tablespoons fresh basil, chopped

1/4 cup parsley, chopped

1/4 teaspoon red pepper flakes

1 teaspoon fennel seeds, ground

2 tablespoons lemon juice

1/4 cup red wine vinegar

1 teaspoon dijon mustard

1/2 teaspoon sea salt

1/4 teaspoon black pepper

### **Instructions:**

- Place the beans and vegetables into a large mixing bowl.

- Add the dry seasonings and fresh herbs and stir to combine.
- In another bowl, mix together the lemon juice, vinegar, and Dijon. Add this mixture to the beans and vegetables and stir to combine.
- Add salt and pepper, more or less to taste.

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## **FIVE QUESTIONS FOR PPN**

***We plan to run these brief, five-question interviews from time to time in State of the Nation as a way to help familiarize our readers with our contributing experts — our “Friends of the Nation.” (Ed.)***

### **KATHRYN HAYWARD, M.D.:**

*Kathryn Hayward, M.D., was a primary care internal medicine specialist at Massachusetts General Hospital and Harvard Medical School for 20 years. She now lives in Mallorca, Spain, where she practices integrative health in the United States and elsewhere through [Odyssey Journey: A Collaborative Approach to Wellness](#), and is co-founder of [International Integrators](#), a community devoted to the global promotion of integrative health.*

#### **1. What first spurred you to look beyond Western medicine for answers to improving the health of your patients?**

Early in my internal medicine residency, I had experiences with patients who were using acupuncture and massage and having notable results, much better than I was seeing with our conventional medicine approaches. I made appointments with the practitioners, both to have a session and to learn how they and I might collaborate. Some I found unsatisfactory after my first session. Others I included among my referral resources. Eventually, when I created my integrative health practice, Odyssey, I had an already-established network of practitioners with whom I had been collaborating for many years.

#### **2. Briefly describe the journey that ultimately led you to plant-based nutrition.**

Our daughter decided at age 5 that she wanted to be vegetarian. We found it challenging to raise her this way, but she was adamant, so we learned as best we could. When our son was in his teens, he became macrobiotic. A few years later, *The China Study* was published, and it influenced me greatly, including my passing the recommendation of that book on to my patients. A year after the book was published, my husband experienced the passing of a kidney stone. That converted us overnight to a fully plant-based diet.

#### **3. Why do you think it’s so critically important to get the message of plant-based nutrition to a wider audience?**

Improving personal health and, with time, its subsequent impact on the GDP is likely the issue that will resonate most with people. The health of the planet and the humane treatment of

animals are also vital issues.

#### 4. What have you done to help spread the message of plant-based nutrition?

I promote, or have promoted, plant-based nutrition in four areas: (1) among friends and family; (2) in my conventional medicine practice; (3) in my private integrative health practice, [\*Odyssey Journey: A Collaborative Approach to Wellness\*](#); (4) in [\*International Integrators\*](#), an organization I co-founded to promote integrative health globally.

#### 5. What are your hopes and expectations for the future of the plant-based movement, both near and far term?

In the near term, I hope that the efforts of PlantPure Nation and other like-minded organizations create a groundswell of awareness, support and activity. In the long term, that groundswell will hopefully result in extensive changes in the eating habits of people all over the world, which will in turn affect the food supply, governmental dietary guidelines, the practice of medicine and education, and the overall health of our planet.

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## **FROM FRIENDS OF THE NATION**

*This segment will consist of brief articles or commentary from a wide group of contributors from the world of plant-based nutrition. We plan to make it a regular feature of State of the Nation. (Ed.)*

**KATHRYN HAYWARD, M.D.:**

### **Starting Out Life With Whole-Food, Plant-Based Eating**

What if the final question on the internal medicine, family medicine and pediatrics board-certification exams were:

The benefits of a whole-food, plant-based diet include:

- A. Reversing heart disease and decreasing cancer risk
- B. Diminishing global greenhouse gases
- C. Reducing national medical expenditures
- D. Eliminating childhood obesity
- E. All of the above

Unfortunately, this question doesn't appear on any board exam that certifies physicians. To have that happen would signify that a dramatic change in U.S. medical education had taken place. To prepare for the exam, doctors would have had to study the vast literature that supports plants as medicine. And they would put "E" as their answer. Wouldn't that be something?

A few months ago, I received an inquiry about my private integrative health practice. The gentleman wrote, "I hear that you are a physician who recommends a WFPB lifestyle." At first, I was perplexed. "WFPB?" Then I was ecstatic. When a movement gets its own acronym (whole

food, plant-based), you know you are really getting somewhere.

In my primary care medical practice, I began recommending WFPB eating as soon as I read *The China Study*, shortly after it was published. My children introduced me to the book, and, as I said in the film, *PlantPure Nation*, I was horrified when I read it; horrified that I did not know this information; horrified that I had been practicing medicine for decades without realizing the power of food as medicine and as poison. Nelson Campbell's words resonate deeply: "Why haven't I heard this before?"

I have many stories of people whose lives have been changed by WFPB eating. The *State of the Nation* publication promises to bring forth such stories from medical colleagues and others — compelling accounts of people with heart disease, cancer, diabetes, high blood pressure, osteoporosis, auto-immune conditions, skin problems, inflammatory diseases and chronic pain. Maybe in a future post, I will share some of my patients' stories with you.

But today, I want to talk about the power of WFPB eating and my favorite subject, my grandchildren.

My grandchildren had the good fortune to be born to parents who believed in WFPB eating prior to its becoming an acronym. Since they were in utero, they have been nourished by eating plants.

When our grandson was nine months old, we took him to visit friends in Murcia, Spain, for a few days. We carefully followed the recipes given to us by our son and his wife. We cooked a big pot of organic vegetables, legumes, whole grains, water and seasonings, then poured the liquid into baby bottles. While we sat on park benches feeding him the brownish-green liquid, the Spanish passersby would stop and ask what was in the bottle, then offer advice (of course). Now he is 10 years old, and I credit those bottles as having greatly influenced his ease with foods that most children do not want to eat.

He cheerfully declares that his school classmates in Mallorca, Spain, think of him as a sort of "alien" because of how he eats. They comment about his energy and focus, how he never needs a siesta. And lately, what is really catching his attention is how he is developing a six pack.

Like his 23-month-old cousin, our granddaughter, he enjoys sweets but does not crave them. They never eat processed foods. They both love eating vegetables, legumes, and whole grains of every sort. When you ask them what they want to drink, they ask for water, or oat, almond, or hemp milk.

I love being involved with PlantPure Nation for many reasons. I am especially taken with the development of the Pods. If you are exploring how to transition toward WFPB eating, you probably were not raised as my grandchildren were, and you may need support. The Pods will provide that, as well as a community of people who want to have fun together, swap recipes and strategies, and share in the joy and sense of accomplishment that comes as health improves. Not to mention that WFPB eating helps all life forms on the planet.

I close my eyes and imagine us a decade from now, with 10 years of robust maturation of the grassroots movement that is being initiated by PlantPure Nation.

More and more children will be raised, from utero, by parents, family members and friends who enjoy a WFPB way of eating.

These children receive a great gift: the opportunity to grow up healthy, strong, energetic, focused and free of diseases associated with obesity. The more we take this action into our grocery stores, schools, kitchens and voting booths, the more we will influence food providers, politicians, educators, and maybe even doctors.

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[www.PlantPureNation.com](http://www.PlantPureNation.com)



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