

Secret Menu

live by the seeds of nature

SECRET MENU
September 2014

INTERESTED IN HIRING MY SERVICES?

Basic Proposal for FOOD FOR LIFE CLASSES

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I. Summary

A plant-based diet can help prevent diabetes, cardiovascular disease, cancer, and other chronic diseases. According to the American Dietetic Association, “Appropriately planned vegetarian diets, including total vegetarian or vegan diets, are healthful, nutritionally adequate, and may provide health benefits in the prevention and treatment of certain diseases”.

My name is Farrah and I am the owner and founder of Secret Menu also known as *secretrawmenu*.

I am a Certified Food for Life Instructor with the Physicians Committee for Responsible Medicine: www.pcrm.org

PCRM is a non-profit organization whose mission is to prevent disease through proper nutrition. They are passionate about offering helpful resources, services, and programs to help people fight diseases and live healthy lives. The Physicians Committee advisory board includes 18 health care professionals from a broad range of specialties and PCRM has more than 10,000 physician members.

Food for Life is an evidenced-based award-winning PCRM program designed by physicians, nurses, and registered dietitians that offer cancer, diabetes, weight management, employee wellness, and kids’ classes that focus on the lifesaving effects of healthful eating. Each class includes a nutrition lecture about how certain foods and nutrients work to promote health, along with cooking demonstrations of simple and nutritious recipes that can be recreated easily at home.

- Please see: www.pcrm.org/successstories for PCRM client testimonials for some of the life-changing outcomes of Food for Life classes.

This basic proposal covers the following five Food for Life classes on offer:

1. Cancer Project – series of up to 7 weekly classes
 2. Diabetes Initiative – series of up to 8 weekly classes
 3. Kids Health – series of 4 weekly classes
 4. Kickstart Your Health – series of up to 7 weekly classes
 5. Employee Wellness Program – series of up to 9 weekly classes*
- * For employers wishing to partially/fully sponsor classes for their employees.

The FFL nutrition and cooking classes are a one-of-a-kind, direct-service, community-based program.

Detailed budgets are included within this proposal. The summary cost per class per week is from £8.20 per attendee. This proposal does not include a marketing strategy. This can be discussed. Volunteer help during the classes is also required: This can take the shape of help from the attendees or an actual volunteer. Depending on the location, transport costs may be higher. The cost for use of premises is not included in this proposal.

Ideally classes are held in a kitchen with use of an oven and hob. However, recipes used during classes can also accommodate circumstances where a kitchen is not available (some recipes can be pre-made ‘here’s one I made earlier’) and the use of a portable induction table-top hob instead (subject to the centre’s buildings insurance). The one requirement is access to a sink. Preferably the location has a TV or Projector on which to play educational videos. This is not essential as a projector can be provided (transport costs may be higher).

Therefore classes can be held in most locations: Community Centres, Community Halls, Fitness Centres, Churches, Doctor Surgeries, Private residences, Office Kitchens, etc.

This proposal is adaptable and flexible to the specific needs and requirements of your community. Please contact me to discuss them further.

II. Introduction: About Me.

“A foodie on a mission”, Farrah Rainfly



20.07.14 – Over 60’s Healthy Food Demo for Kentish Town Community Centre, ‘Living Well Day’ (www.ktcc.org.uk)

- I am the founder of ‘Secret Menu’ also known as ‘secretrawmenu’.
- I am a Certified Food for Life Instructor with the Physician’s Committee for Responsible Medicine: www.pcrm.org.uk.
- I offer Food for Life nutrition & cooking classes for disease prevention and survival, and weight loss.
- I teach in class settings as well as on a 1-2-1 basis.
- I created ‘Secret Menu’ after reversing my pre-diabetes, neuropathy, fatigue, lethargy, acne and weight from a UK size 20 to a size 10. I did this by adopting PCRM’s guidelines for a predominantly Low-Fat, Low-GI and Plant-Based diet:



March 2014 Low-Fat, Low-GI and Plant-Based cooking classes, Maiden Lane, NW1

III. Needs/Problems

Food for Life is an evidenced-based award-winning Physicians Committee for Responsible Medicine (PCRM) program designed by physicians, nurses, and registered dietitians that offers cancer, diabetes, weight management, employee wellness, and kids classes that focus on the lifesaving effects of healthful eating. Each class includes information about how certain foods and nutrients work to promote health, along with cooking demonstrations of simple and nutritious recipes that can be recreated easily at home.

This proposal covers the following five Food for Life classes that may be of interest to you:

1. Cancer Project
2. Diabetes Initiative
3. Kids Health
4. Kickstart Your Health
5. Employee Wellness Program*

* For employers wishing to partially/fully sponsor classes for their employees.

1. **Food for Life: Cancer Project – The Power of Food for Cancer Prevention and Survival**

The Food for Life: Cancer Project classes offer a unique opportunity to acquire knowledge about the link between diet and cancer, experience the benefits of plant-based nutrition, and learn the practical cooking skills needed to help you on your journey to better health. In the Food for Life: Cancer Project classes, attendees do all of this while enjoying a cooking demonstration and tasting delicious, healthful dishes.

Further reading on the link between each kind of Cancer and Nutrition can be found here: <http://www.nutritionmd.org/consumers/oncology/index.html> (This Web site is operated by the Physicians Committee for Responsible Medicine (PCRM), which has over 6,000 member physicians interested in the role nutrition plays in good health. The information on this Web site was developed by PCRM president [Neal D. Barnard, M.D.](#), Rick Weissinger, M.S., R.D., Brent J. Jaster, M.D., Scott Kahan, M.D., and Amy Joy Lanou, Ph.D., in consultation with many medical and nutrition specialists.)

- **UK statistics on Cancer:**

331,487 cases of Cancer and 159,178 deaths caused by Cancer in the UK.

- **Link between diet/lifestyle and cancer:**

- **World Health Organisation:** Dietary factors are estimated to account for approximately 30% of cancers in industrialized countries, making diet second only to tobacco as a theoretically preventable cause of cancer. This proportion is thought to be about 20% in developing countries, but may grow with dietary change, particularly if the importance of other causes, especially infections, declines. Cancer rates change as populations move between countries and adopt different dietary (and other) behaviours, further implicating dietary factors in the etiology of cancer. Body weight and physical inactivity together are estimated to account for approximately one-fifth to one-third of several of the most common cancers, specifically cancers of the breast (postmenopausal), colon, endometrium, kidney and oesophagus (adenocarcinoma).

(Source: http://www.who.int/dietphysicalactivity/publications/trs916/en/gsfao_cancer.pdf)

- **PCRM:** Certain diet patterns seem to have a major effect in helping cancer survivors to live longer, healthier lives. Numerous studies have shown that a diet built from plant foods offers the most cancer-fighting protection of any diet plan. (Source: www.pcrm.org)
- **PCRM:** After examining data on 44,788 pairs of twins, researchers report that, in most cases, environmental factors have the greatest effect on cancer risk. As reported in the *New England Journal of Medicine*, researchers studied twins listed in Swedish, Danish, and Finnish registries, concluding that inherited genetic factors make a minimal contribution to cancer risk. Heredity was judged to play no detectable role in cervical or uterine cancer. For lung cancer, genetics accounted for 26 percent of risk. The remainder is due to environmental factors, such as smoking and other dangerous exposures. For cancers of the breast, ovary, and prostate, the environmental component was estimated at 73 percent, 78 percent, and 58 percent, respectively. (Source: www.pcrm.org)
- **Cancer Research UK:** A review of how lifestyle affects your risk of developing cancer was published in 2011. This review included diet. It found that around 1 out of 10 cancers (10%) may be linked to diet. Over half of these were caused by eating less than 5 portions of fruit and vegetables a day. Other factors include eating too much red meat, not eating enough fibre and eating too much salt. (Source: <http://www.cancerresearchuk.org/cancer-help/about-cancer/causes-symptoms/causes/diet-causing-cancer>)
- **Please refer to: “HOW MANY CANCERS CAN BE PREVENTED” chart:**
http://publications.cancerresearchuk.org/downloads/Product/CS_POSTER_ATTRIB.pdf

2. **Food for Life: Diabetes Initiative – The Power of Food for Diabetes Prevention and Treatment**

Most health experts agree that the UK is facing a huge increase in the number of people with diabetes. Since 1996 the number of people diagnosed with diabetes has increased from 1.4 million to 3.2 million (6% of UK population).

By 2025 it is estimated that five million people will have diabetes.

Most of these cases will be Type 2 diabetes because of our ageing population and rapidly rising numbers of overweight and obese people. (Source: http://www.diabetes.org.uk/About_us/What-we-say/Statistics/Diabetes-prevalence-2013/)

World Health Organisation key facts:

- 347 million people worldwide have diabetes.
- In 2004, an estimated 3.4 million people died from consequences of high fasting blood sugar.
- More than 80% of diabetes deaths occur in low- and middle-income countries.
- WHO projects that diabetes will be the 7th leading cause of death in 2030.
- **Healthy diet**, regular physical activity, **maintaining a normal body weight** and avoiding tobacco use **can prevent or delay the onset of type II diabetes**.
(Source: <http://www.who.int/mediacentre/factsheets/fs312/en/>)

Diabetes UK:

- The figures are alarming and confirm that diabetes is one of the biggest health challenges facing the UK today.
- If we are to curb this growing health crisis and see a reduction in the number of people dying from diabetes and its complications, we need to increase awareness of the risks, bring about wholesale changes in lifestyle, improve self-management among people with diabetes and improve access to integrated diabetes care services.

(Source: http://www.diabetes.org.uk/About_us/What-we-say/Statistics/Diabetes-in-the-UK-2013-Key-statistics-on-diabetes/)

The goal of the Food for Life: Diabetes Initiative program is to empower people who have diabetes and those concerned about developing diabetes, along with their friends and family members with new information and skills. Each class offers a cooking demonstration, and provides samples of delicious, health-promoting dishes, along with a take-home packet of easy and affordable recipes.



PCRM:

- Research studies have demonstrated that a plant-based nutrition approach reduces the risk of diabetes and can greatly benefit those who have been diagnosed with the disease.
- A plant-based diet has also been endorsed by the American Dietetic Association and described as a safe choice in the 2009 American Diabetes Association's Standards of Care for Diabetes. (Source: www.pcrm.org)

3. **Food for Life: Kids Health – The Power of Food for a Healthy Start**

- The health problems faced by our youth today are unlike any in the past. The latest figures, for 2012/13, show almost a third of 10-11 year olds and a fifth of 4-5 year olds were overweight or obese (http://www.noo.org.uk/NOO_about_obesity/child_obesity and http://www.noo.org.uk/NOO_about_obesity/child_obesity/UK_prevalence).
- Poor diet and lack of exercise put today's children at greater risk for heart disease, diabetes, and cancer later in life. A foundation for healthy eating at a young age is needed to lessen the risk for chronic diseases.

WHO: What are the causes?

Reasons for children and adolescents to become obese:

The fundamental cause of childhood overweight and obesity is an energy imbalance between calories consumed and calories expended. Global increases in childhood overweight and obesity are attributable to a number of factors including:

- A global shift in diet towards increased intake of energy-dense foods that are high in fat and sugars but low in vitamins, minerals and other healthy micronutrients.
- A trend towards decreased physical activity levels due to the increasingly sedentary nature of many forms of recreation time, changing modes of transportation, and increasing urbanization.

Societal reasons for the childhood obesity epidemic

- WHO recognizes that the increasing prevalence of childhood obesity results from changes in society. Childhood obesity is mainly associated with unhealthy eating and low levels of physical activity, but the problem is linked not only to children's behaviour but also, increasingly, to social and economic development and policies in the areas of agriculture, transport, urban planning, the environment, food processing, distribution and marketing, as well as education.
- The problem is societal and therefore it demands a population-based multisectoral, multi-disciplinary, and culturally relevant approach.
- Unlike most adults, children and adolescents cannot choose the environment in which they live or the food they eat. They also have a limited ability to understand the long-term consequences of their behaviour. They therefore require special attention when fighting the obesity epidemic.

(Source: http://www.who.int/dietphysicalactivity/childhood_why/en/)

In the **Food for Life: Kids Health** classes, the curriculum highlights the positives of the four food groups (whole grains, legumes, fruits, and vegetables) in the **Power Plate** (<http://pcrm.org/health/diets/pplate/power-plate>). Children ages 9-12 are exposed to the great taste and health benefits of eating a plant-based diet through kid-friendly recipes approved by PCRM's staff of dietitians (The class can also be taught to slightly younger children, but does not work well with children older than 12). The curriculum aims to empower children with the knowledge and skills they need to establish healthy habits to carry them well into adulthood.

- Each child receives a workbook filled with activities and worksheets focused on nutrition and several recipes (many of which will be demonstrated in class).

Further reading on a Child Diet from the National Obesity Observatory can be found here: http://www.noo.org.uk/uploads/doc/vid_14864_NOOchlldiet2012.pdf.

WHO: Childhood overweight and obesity on the rise

- Childhood obesity is one of the most serious public health challenges of the 21st century. The problem is global and is steadily affecting many low- and middle-income countries, particularly in urban settings. The prevalence has increased at an alarming rate. Globally, in 2010 the number of overweight children under the age of five, is estimated to be over 42 million. Close to 35 million of these are living in developing countries.
- Overweight and obese children are likely to stay obese into adulthood and more likely to develop noncommunicable diseases like diabetes and cardiovascular diseases at a younger age. Overweight and obesity, as well as their related diseases, are largely preventable. Prevention of childhood obesity therefore needs high priority.
- The WHO Member States in the 66th World Health Assembly have agreed on a voluntary global NCD target to halt the rise in diabetes and obesity.

(Source: <http://www.who.int/dietphysicalactivity/childhood/en/>)

What can be done to fight the childhood obesity epidemic?

- Overweight and obesity, as well as related noncommunicable diseases, are largely preventable. It is recognized that prevention is the most feasible option for curbing the childhood obesity epidemic since current treatment practices are largely aimed at bringing the problem under control rather than effecting a cure. The goal in fighting the childhood obesity epidemic is to achieve an energy balance which can be maintained throughout the individual's life-span.

General recommendations:

- Increase consumption of fruit and vegetables, as well as legumes, whole grains and nuts;
- Limit energy intake from total fats and shift fat consumption away from saturated fats to unsaturated fats;
- Limit the intake of sugars; and
- Be physically active - accumulate at least 60 minutes of regular, moderate- to vigorous-intensity activity each day that is developmentally appropriate.

Societal recommendations

- Curbing the childhood obesity epidemic requires sustained political commitment and the collaboration of many public and private stakeholders.
- Governments, International Partners, Civil Society, NGO's and the Private Sector have vital roles to play in shaping healthy environments and making healthier diet options for children and adolescents affordable, and easily accessible. It is therefore WHO's objective to mobilize these partners and engage them in implementing the Global Strategy on Diet, Physical Activity and Health.
- WHO supports the designation, the implementation, the monitoring and the leadership of actions. A multisectoral approach is essential for sustained progress: it mobilizes the combined energy, resources and expertise of all global stakeholders involved.
(Source: http://www.who.int/dietphysicalactivity/childhood_what_can_be_done/en/)

The Role of the Private Sector

The global Strategy on Diet, Physical Activity and Health encourages the food industry and sporting-goods manufacturers to:

- Promote healthy diets and physical activity for children in accordance with national guidelines and international standards and the overall aims of the Global Strategy on Diet, Physical Activity and Health;
- Limit the level of saturated fat, trans-fatty acids, free sugars and salt content in existing processed food products and limit portion sizes;
- Increase the introduction of innovative, healthy, and nutritious choices for children;
- Review current marketing practices to children: particularly with regard to the promotion and marketing of food high in saturated fats, trans-fatty acids, free sugars, or salt;
- Provide children and young people with adequate and understandable product and nutrition information;
- Assist in developing and implementing physical activity programmes for children.
(Source: http://www.who.int/dietphysicalactivity/childhood_private_sector/en/)

4. Food for Life: Kickstart Your Health – The Power of Food for Healthy Weight Management

In a public health climate where:

National Obesity Observatory -

- The prevalence of obesity among adults has increased sharply during the 1990s and early 2000s. The proportion who were categorised as obese (BMI 30kg/m² or over) increased from 13.2% of men in 1993 to 24.4% in 2012 and from 16.4% of women in 1993 to 25.1% in 2012 (Health Survey for England). In addition 9.7% of boys and 8.8% of girls (all children 9.3%)

in Reception year (aged 4-5 years) and 20.4% of boys and 17.4% of girls (all children 18.9%) in Year 6 (aged 10-11 years) are also classified as obese according to the British 1990 population monitoring definition of obesity (≥ 95 th centile) (National Child Measurement Programme 2012/13). **By 2050 obesity is predicted to affect 60% of adult men, 50% of adult women and 25% of children (Foresight 2007).**

- In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.
- Obesity is associated with a range of health problems including type II diabetes, cardiovascular disease and cancer. **The resulting NHS costs attributable to overweight and obesity are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year (Foresight 2007).**

These factors combine to make the prevention of obesity a major public health challenge. (Source: http://www.noo.org.uk/NOO_about_obesity)

The **Food for Life: Kickstart Your Health** evidenced-based curriculum is based on PCRM's successful [21-Day Vegan Kickstart online program](http://www.pcrm.org/health/diets/kickstart/kickstart-programs).

(<http://www.pcrm.org/health/diets/kickstart/kickstart-programs>)

The online [Kickstart program](http://www.pcrm.org/health/diets/kickstart/kickstart-programs) has helped thousands of people adopt a plant-based diet to reach their health goals:

- Depending on one's perspective, the **Food for Life: Kickstart Your Health** classes are about losing weight, maintaining a healthy weight, or simply embracing an overall healthful diet. For some people, it's the first time the idea of not restricting amounts of foods but rather choosing the right foods has been the guiding principle for losing weight and staying healthy.
- Lower cholesterol, better diabetes control, lower blood pressure, as well as improvements in energy and mood are some of the many benefits people experience on this diet.
- The FFL Kickstart Your Health classes offer a chance to discover which foods are optimal for weight management, learn about various health topics including blood pressure and digestion, and get empowered with the practical cooking skills needed to help you on your journey to better health.
- In the classes, attendees do all of this while enjoying a cooking demonstration and tasting delicious, healthful dishes in a supportive group setting.

5. **Food for Life: Employee Wellness Program**

Adults in the United Kingdom spend more than half of their waking hours at work giving employers a unique opportunity to impact the health and wellness of their employees. In a public health climate of a growing health crisis and mounting health care costs, more attention needs to be given to eating healthfully and staying active, especially around a busy work schedule. By offering PCRM's **Food for Life: Employee Wellness Program**, employers can lead the way to facilitating an office culture of health and wellness that employees can carry into their lives at home.

• **Faculty of Public Health and the Faculty of Occupational Medicine:**

Why create a healthy workplace?

- The workplace has a powerful effect on the health of employees. How healthy a person feels affects his or her productivity, and how satisfied they are with their job affects their own health, both physical and psychological.

Evidence shows that, when organisations proactively improve their working environments by organising work in ways that promote health, all adverse health-related outcomes, including absence and injuries, decrease. This makes a strong business case for creating a healthy

workplace. This is reflected in the Government's Health, Work and Well-being strategy which encourages and supports employers in initiatives to improve the health and wellbeing of working age people.

Cost of ill health to organisations:

- Sickness absence costs UK employers around £12.2 billion each year. Between 2% and 16% of the annual UK salary bill is spent on sickness absence.
- The cost of making reasonable adjustments to keep an employee who develops a health condition or disability will almost certainly be far lower than the cost of recruiting and training a new employee.
- Stress-related conditions and musculoskeletal disorders are now the most common reported causes of sickness absence from work in the UK.
- An estimated 34 million days a year are lost in England and Wales through sickness absence resulting from smoking-related illness.
- Physical inactivity has major health consequences – including obesity, coronary heart disease and cancer –and in England is estimated to cost the wider economy £8.2 billion per year.
- Alcohol misuse among employees in England costs up to £6.4 billion a year in lost productivity through increased absenteeism, unemployment and premature death.

“Provide information on healthy eating and support ‘healthy eating weeks’”

(Source: http://www.fph.org.uk/uploads/1_healthy_workplaces.pdf)

London's Business Case for Employee Health and Well-being report finds that an average London firm of 250 employees loses around £4,800 per week (or around £250,000 a year) due to sickness absence
(<https://www.london.gov.uk/sites/default/files/GLA%20economics%20London%27s%20business%20case%20for%20workplace%20health%202012.pdf>).

IV. Goals/Objectives

1. **Food for Life: Cancer Project – The Power of Food for Cancer Prevention and Survival**

Diet and Cancer Research

What we eat and how we treat our bodies on a daily basis have a very powerful effect on our health and quality of life. Although cancer can affect many different parts of the body, the foods that prevent cancer and deter cancer growth are generally the same. Fruits, vegetables, grains, and legumes all have important nutrients and other cancer-fighting substances like phytochemicals and pectin that strengthen immune function and destroy cancer-causing substances before they cause harm. Research has shown that people who eat a diet free of animal products, high in plant foods, and low in fat have a much lower risk of developing cancer. Search for research and fact sheets on associated topics here: <http://www.pcrm.org/health/cancer-resources/diet-cancer>

The Food for Life: Cancer Project classes offer a unique opportunity to acquire knowledge about the link between diet and cancer, experience the benefits of plant-based nutrition, and learn the practical cooking skills needed to help you on your journey to better health. In the Food for Life: Cancer Project classes, attendees do all of this while enjoying a cooking demonstration and tasting delicious, healthful dishes.

Refer to PCRM's video 'From Science to Policy' on anti-cancer strategies here for further information: <http://www.pcrm.org/health/cancer-resources/seminars/neal-barnard-md>

2. **Food for Life: Diabetes Initiative – The Power of Food for Diabetes Prevention and Treatment**

Diabetes is a major public health problem of epidemic proportions. Uncontrolled, diabetes can lead to complications from head to toe, including stroke, loss of vision, heart disease, kidney failure, and various problems due to nerve damage and circulatory problems, such as erectile dysfunction or lower-extremity amputation. Research studies have demonstrated that a plant-based nutrition approach reduces the risk of diabetes and can greatly benefit those who have been diagnosed with the disease.

The goal of the Food for Life: Diabetes Initiative program is to empower people who have diabetes and those concerned about developing diabetes, along with their friends and family members with new information and skills. Each class offers a cooking demonstration, and provides samples of delicious, health-promoting dishes, along with a take-home packet of easy and affordable recipes.

A well-planned plant-based diet has many nutritional benefits and has been demonstrated to be as acceptable as the portion-controlled diet for diabetes management.

Refer to PCRM's video 'Tackling diabetes with a bold new dietary approach' for further information: <http://www.pcrm.org/health/diabetes-resources/>

3. **Food for Life: Kids Health – The Power of Food for a Healthy Start**

Lifelong Habits Start Early:

Food preferences and lifestyle habits of physical activity are established early in life. Building a diet with fruits, vegetables, healthful grains, and legumes from a young age will help children prefer those foods throughout their lives. These foods are rich in antioxidants, phytochemicals, and fiber, which help protect against disease and promote a healthful body weight. When a vegetarian diet is established at an early age, not only can it provide nutritional advantages, but it will also promote healthful eating habits beyond adolescence, to the teen years and into adulthood. Vegetarian teens have higher intakes of cancer-fighting antioxidants, vitamins, and minerals through greater consumption of fruits, vegetables, and fiber than their non-vegetarian counterparts.

Weighing in on Health:

People who maintain a healthy weight throughout life tend to stay healthier and live longer. The lifestyle habits that help keep us slim—exercise and a healthy diet—also cut our risk of diabetes, heart disease, high blood pressure, and certain cancers.

Too many children today have a reduced life expectancy and a diminished overall quality of life due to excess weight. Childhood obesity can lead to certain cardiovascular risk factors such as hypertension, high cholesterol, and abnormal glucose tolerance or diabetes. The Centers for Disease Control and Prevention recently found that 70 percent of obese children had at least one additional cardiovascular risk factor for heart disease, such as raised blood pressure or insulin levels, while 30 percent presented two or more additional risk factors.

Many adolescent boys and girls in the United States are currently trying to lose weight (36 and 44 percent, respectively). Of those, 30 percent of girls and 18 percent of boys practice unhealthful or even dangerous dieting methods. While dramatically restricting calories is effective at lowering weight for the short term, calorie restriction can jeopardize normal growth and development in children and adolescents, as other essential nutrients from food will also be restricted. Further, excess weight is usually symptomatic of poor dietary patterns that calorie restriction alone will not address.

Instead, children (and adults) can simply switch to healthful foods. Eating a diet built from fruits, vegetables, grains, and legumes, people tend to feel satisfied with fewer calories. For example, when a child chooses a veggie burger instead of a hamburger, he will save 180 calories. As an added benefit, the veggie burger has no cholesterol and 6 extra grams of fiber. A bean burrito loaded with lettuce, tomato, and salsa has 135 fewer calories than a beef and cheese burrito, while still providing all the nutrients children need. It is easy to make the switch and well worth the time.

It is never too early to adopt a healthful diet or engage in an active lifestyle. All children need fun physical activity and good nutrition regardless of age or body size.

4. Food for Life: Kickstart Your Health – The Power of Food for Healthy Weight Management

Permanent Weight Control:

Many people believe that to lose weight they have to go on a low-calorie diet. That often means starving oneself until the diet is no longer tolerable. Other people believe that the answer to weight loss lies in any number of fad diets, such as low-carbohydrate diets. However, many of these diets also contain numerous health risks.

Any of these extreme weight loss strategies make it unlikely that anyone will be able to adhere to the diet for very long. Then the weight goes right back on—and then some. Happily, there is a much better and easier way that offers many other health benefits, too.

No More Diets:

The first thing to realize is that changing eating habits must be more than a short-term means to an end. Changing eating habits is the cornerstone of permanent weight control. There is no way to “lose 20 pounds in two short weeks” and make it last. Very-low-calorie diets cause two major problems: They lower one’s metabolic rate, making it harder to slim down, and they lead to bingeing.

Fat Versus Complex Carbohydrates:

It is a myth that pasta, bread, potatoes, and rice are fattening. In fact, carbohydrate-rich foods are perfect for permanent weight control. Carbohydrates contain less than half the calories of fat, which means that replacing fatty foods with complex carbohydrates automatically cuts calories. But calories are only part of the story. A recent study in China found that, on the average, Chinese people eat 20

percent more calories than Americans, but they are also slimmer. Part of this is due to the sedentary American lifestyle, but there is more to it than exercise alone. Earlier studies have shown that obese people do not consume more calories than non-obese people—in many cases, they consume less.

The body treats carbohydrates differently than fat calories. The difference comes with how the body stores the energy of different food types. It is very inefficient for the body to store the energy of carbohydrates as body fat—it burns 23 percent of the calories of the carbohydrate—but fat is converted easily into body fat. Only 3 percent of the calories in fat are burned in the process of conversion and storage. It is the type of food, not so much the quantity, that affects body fat the most.

Protein:

Although protein and carbohydrates have almost the same number of calories per gram, foods that are high in protein—particularly animal products—are also usually high in fat. Even “lean” cuts of meat have much more fat than a healthy body needs. And animal products always lack fiber. Fiber helps make foods more satisfying without adding many calories, and it is only found in foods from plants.

Exercise:

Exercise is essential. Aerobic exercise speeds up the breakdown of fat in the body and makes sure that muscle is not lost. Toning exercises and weight-lifting help firm muscles and increase muscle mass. A combination of exercises will help one achieve a slimmer, firmer, healthier body in a shorter period of time. The trick is to find enjoyable activities that fit one’s lifestyle. Walking is popular because it requires no special equipment and can be done anywhere at anytime.

Conclusion:

The best and least complicated choice for a healthier, longer, happier life is a weight-control program based on a low-fat, vegetarian diet high in complex carbohydrates, complemented by regular exercise.

5. Food for Life: Employee Wellness Program Format

Why Focus on Nutrition?

Making the right food choices is key to the prevention and survival of chronic diseases and health conditions, including cancer, diabetes, heart disease, and obesity.

PCRM’s Employee Wellness Program provides:

- Plant-based nutrition education and cooking classes that include a cooking demonstration, samples of delicious dishes, and a support group discussion.
- Support for the company’s management on incorporating affordable healthful choices in the food services.
- Guidance on healthful dining out choices if there is no employer food service provider.

Staff members who participate in the nutrition education classes discover the world of health through general topics ranging from digestion to blood pressure. For some, it is the first time the idea of not restricting amounts of foods but rather choosing the right foods has been the guiding principle for losing weight and staying healthy. The revelation is bolstered with clinical benefits such as lower cholesterol, better diabetes control, and lower blood pressure, as well as improvements in energy and mood. Results are likely to be immediate and impressive!

Please refer to PCRM’s Employee Wellness video for further information:

<https://www.youtube.com/watch?v=Oe8ceY7jec>

Proven Success:

- A Physicians Committee study published in the *European Journal of Clinical Nutrition*, *American Journal of Health Promotion*, *Annals of Nutrition and Metabolism*, and *Public Health Nutrition* found that companies that offer employees a low-fat plant-based diet in the office can help workers lose weight and improve diabetes.
- The 292 employees from 10 Government Employees Insurance Company (GEICO) sites across the country were randomly selected to either adopt a low-fat vegan diet with weekly group support or make no diet changes for 18 weeks. The participants at the intervention sites agreed to follow a low-fat vegan diet, which consisted of whole grains, vegetables, legumes, and fruits, with no caloric or serving size restrictions. The cafeterias at intervention GEICO sites added at least one low-fat vegan menu option to every meal, and participants were provided with weekly lunch hour classes held at their worksite for the extent of the study. These participants were also instructed not to stray from their normal exercise patterns in order to strictly focus the study on dietary modifications. The individuals at control GEICO sites had no dietary changes, no guidance, and no additional options were served in their workplace cafeterias.
- Those who followed a low-fat vegan diet lost an average of 9.5 pounds, significantly decreased total and LDL cholesterol, and, in individuals with diabetes, decreased hemoglobin A1c by an average of 0.7 percentage points.

V. Procedures/Scope of Work

1. **Food for Life: Cancer Project – The Power of Food for Cancer Prevention and Survival**

The intended audience for the Food for Life: Cancer Project classes are cancer survivors and their family and friends as well as those looking to prevent the disease. These classes are not intended for individuals currently going through cancer treatment.

Class Format:

Each two-three hour class features a DVD, discussion, and the opportunity to taste plant-based dishes, usually following a cooking/hands-on cooking demonstration. Nine classes have been developed. The first class can be a stand-alone program and provides an excellent overview and introduction for a site that wants only a single class. There is a four-week program, which includes a condensed version of the full-seven week program, or a seven-week program, which divides each topic into individual classes. There are also two bonus classes that can be taught as stand-alone or added to any series format. It is recommended that the series be taught as a seven-week program, as it is well-documented that lifestyle intervention programs of longer duration have better outcomes. However the four-week program can be provided for those sites where it is preferred.

2. **Food for Life: Diabetes Initiative – The Power of Food for Diabetes Prevention and Treatment**

The intended audience for this program is people with diabetes, pre-diabetics, a family history or risk factors for developing diabetes, and their adult family members. It is also designed to introduce health care professionals to the basics of plant-based nutrition for preventing and treating diabetes.

Class Format:

Each two-three hour class features a DVD, discussion, and the opportunity to taste plant-based dishes, usually following a cooking/hands-on cooking demonstration. Eight classes have been developed. The first class can be a stand-alone program, and provides an excellent overview and introduction for a site that wants only a single class, such as a hospital diabetes education support group that meets monthly. There is a four-week program, which includes the first four of the eight-class series, or an eight-week program, which adds four classes to the first four. This format makes it easy to offer an additional program at a site that hosted a four-week series.

It is recommended that the series be taught as an eight-week program, as it is well-documented that lifestyle intervention programs of longer duration have better outcomes. However, the four-week program can be provided for those sites where it is preferred.

3. **Food for Life: Kids Health – The Power of Food for a Healthy Start**

The Food for Life: Kids Health (FFL Kids) program goal is to focus on highlighting the positives of good foods (whole grains, legumes, fruits, and vegetables) rather than the negatives of less favourable foods (meat, dairy products, and other animal products). This is done to avoid potentially negative push back/ controversy from parents/venues who may be hearing this information for the first time and will not have had the benefit of hearing the full in-depth, research-based explanation that is available in the adult Food for Life (FFL) classes. Children are exposed to the great taste and health benefits of eating a plant-centred diet through kid-friendly recipes approved by the Physicians Committee for Responsible Medicine's (PCRM) staff of dieticians. The curriculum aims to empower children with the knowledge and skills they need to establish healthful habits to carry them well into adulthood.

Target Audience Age of Curriculum:

The FFL Kids program curriculum is designed for a target audience of children 9 to 12 years old, in grades 4 through 6. The curriculum can be used with slightly younger children, but does not work well with children older than 12.

Class Format:

Each one-two hour class features a discussion, quiz, puzzle, demonstration/hands-on demonstration and sampling, food class activity and ends with a homework assignment.

There are four classes in the series.

4. **Food for Life: Kickstart Your Health – The Power of Food for Healthy Weight Management**

According to the Academy of Nutrition and Dietetics, “Appropriately planned vegetarian diets, including total vegetarian or vegan diets, are healthful, nutritionally adequate, and may provide health benefits in the prevention and treatment of certain diseases.”

This curriculum is based on the Physicians Committee for Responsible Medicine’s successful 21-Day Vegan Kickstart program. Depending on one’s perspective, the Kickstart is about losing weight, maintaining a healthy weight, or simply embracing an overall healthful diet. Much of the basis of the Kickstart is about making a qualitative shift in the way we eat as opposed to a quantitative shift. For some people, it’s the first time the idea of not restricting amounts of foods but rather choosing the right foods has been the guiding principle for losing weight and staying healthy. The revelation is bolstered with clinical benefits such as lower cholesterol, better diabetes control, and lower blood pressure, as well as improvements in energy and mood.

Food for Life: Kickstart Your Health will allow class attendees to discover the world of health through general topics ranging from digestion to blood pressure. Results are likely to be immediate and impressive!

Class Format:

Each two-three hour class features a DVD, discussion, and the opportunity to taste plant-based dishes, usually following a cooking/hands-on cooking demonstration. Seven classes have been developed. The first class can be a stand-alone program and provides an excellent overview and introduction for a site that wants only a single class. There is a five-week program, which includes the first five of the seven-class series, or a seven-week program, which adds two classes to the first five. This series cannot be taught in less than five classes with exception to the stand-alone class.

It is recommended that the series be taught as a seven-week program, as it is well-documented that lifestyle intervention programs of longer duration have better outcomes. However, the five-week program can be provided for those sites where it is preferred.

5. **Food for Life: Employee Wellness Program**

Class Format:

The Employee Wellness Program classes are intended to be taught during a one-hour/ two-hour lunch break. During the one-hour class, the instructor typically demonstrates one recipe and shows a video segment. The two-hour allows time for a hands-on cooking demonstration with more recipes. Nine classes have been developed as it is well-documented that lifestyle intervention programs of longer duration have better outcomes.

VI. Timetable

1. **Food for Life: Cancer Project – The Power of Food for Cancer Prevention and Survival**

Featured Class Topics

- Week 1: Introduction to How Foods Fight Cancer
- Week 2: Fueling Up on Low-Fat, High-Fiber Foods
- Week 3: Favoring Fiber
- Week 4: Discovering Dairy Alternatives
- Week 5: Replacing Meat
- Week 6: Cancer-Fighting Compounds and Immune-Boosting Foods
- Week 7: Maintaining a Healthy Weight
- Optional Bonus Class 1: Foods and Breast Cancer Survival
- Optional Bonus Class 2: Foods and Prostate Cancer Survival

2. **Food for Life: Diabetes Initiative – The Power of Food for Diabetes Prevention and Treatment**

Featured Class Topics

- Week 1: Introduction to How Foods Fight Diabetes
- Week 2: The Power of Your Plate and Grocery Cart
- Week 3: Understanding Type 2 Diabetes
- Week 4: Designing a Diet for Maximum Weight Control
- Week 5: Using the Glycemic Index
- Week 6: Keeping a Healthy Heart
- Week 7: Diabetes Care from Head to Toe
- Week 8: Making It Work for You

3. **Food for Life: Kids Health – The Power of Food for a Healthy Start**

Featured Class Topics and Objectives in the Food for Life: Kids Health

- Week 1: Bang-Up Breakfasts: Learn the important role diet plays in the cancer process.
- Week 2: In-Between Meals and Sweeter Deals: Identify the new four food groups using the Power Plate and understand the role of dietary fat, cholesterol, and fiber for overall health.
- Week 3: Rainbow Lunches: Understand the importance of eating a “rainbow” of fruits and vegetables loaded with vitamins and minerals.
- Week 4: Digging These Dinners: Recognize plant-based foods that are full of protein, calcium, and iron.

4. **Food for Life: Kickstart Your Health – The Power of Food for Healthy Weight Management**

Featured Class Topics

- Week 1: Power of Your Plate
- Week 2: Let’s Go!
- Week 3: Getting in Gear
- Week 4: Breaking the Food Seduction
- Week 5: Keys for Natural Appetite Control
- Week 6: Digestive Health
- Week 7: Healthy Blood Pressure

5. **Food for Life: Employee Wellness Program**

Featured Class Topics

- Week 1: Power on Your Plate
- Week 2: Let's Go!
- Week 3: Getting in Gear
- Week 4: Breaking the Food Seduction
- Week 5: Keys for Natural Appetite Control
- Week 6: Digestive Health
- Week 7: Introduction to How Foods Fight Cancer
- Week 8: Introduction to How Foods Fights Diabetes
- Week 9: Healthy Blood Pressure

VII. Budget

1. Food for Life: Cancer Project – The Power of Food for Cancer Prevention and Survival

Description of Work	Anticipated Costs
Tutor fee: 7 class series - £72 per class x 7 no. of classes	£504.00
Cost of ingredients @ £3.80 per head based on: 10 people per 7 series class 15 people per 7 series class 30 people per 7 series class	£266.00 £399.00 £798.00
Cost of handouts, carry home containers and disposables @ £1.50 per head based on: 10 people per class 15 people per class 30 people per class	£105.00 £157.50 £315.00
Estimated cost of transport @ £15 per class	105.00
Total	£ 980.00 - £1,722

Breakdown per person based on 10 people per 7 series class: £14.00 per person per class

Breakdown per person based on 15 people per 7 series class: £11.10 per person per class

Breakdown per person based on 30 people per 7 series class: £8.20 per person per class

2. Food for Life: Diabetes Initiative – The Power of Food for Diabetes Prevention and Treatment

Description of Work	Anticipated Costs
Tutor fee: 8 class series - £72 per class x 8 no. of classes	£576.00
Cost of ingredients @ £3.80 per head based on: 10 people per 8 series class 15 people per 8 series class 30 people per 8 series class	£304.00 £456.00 £912.00
Cost of handouts, carry home containers and disposables @ £1.50 per head based on: 10 people per class 15 people per class 30 people per class	£120.00 £180.00 £360.00
Estimated cost of transport @ £15 per class	120.00
Total	£ 1,120.00 - £1,968.00

Breakdown per person based on 10 people per 8 series class: £14.00 per person per class

Breakdown per person based on 15 people per 8 series class: £11.10 per person per class

Breakdown per person based on 30 people per 8 series class: £8.20 per person per class

3. Food for Life: Kids Health – The Power of Food for a Healthy Start

Description of Work	Anticipated Costs
Tutor fee: 4 class series - £72 per class x 4 no. of classes	£288.00
Cost of ingredients @ £3.80 per head based on:	

10 kids per class	£152.00
15 kids per class	£228.00
30 kids per class	£456.00
Cost of handouts, carry home containers and disposables @ £2.00 per head based on:	
10 people per class	£80.00
15 people per class	£120.00
30 people per class	£240.00
Estimated cost of transport @ £15 per class	120.00
Total	£ 640.00 - £1,104.00

Breakdown per kid based on 10 kids per 4 series class: £16.00 per child per class

Breakdown per kid based on 15 kids per 4 series class: £12.60 per child per class

Breakdown per kid based on 30 kids per 4 series class: £9.20 per child per class

4. **Food for Life: Kickstart Your Health – The Power of Food for Healthy Weight Management**

Description of Work	Anticipated Costs
Tutor fee: 7 class series - £72 per class x 7 no. of classes	£504.00
Cost of ingredients @ £3.80 per head based on:	
10 people per class	£266.00
15 people per class	£399.00
30 people per class	£798.00
Cost of handouts, carry home containers and disposables @ £1.50 per head based on:	
10 people per class	£105.00
15 people per class	£157.50
30 people per class	£315.00
Estimated cost of transport @ £15 per class	105.00
Total	£ 980.00 - £1,722

Breakdown per person based on 10 people per 7 series class: £14.00 per person per class

Breakdown per person based on 15 people per 7 series class: £11.10 per person per class

Breakdown per person based on 30 people per 7 series class: £8.20 per person per class

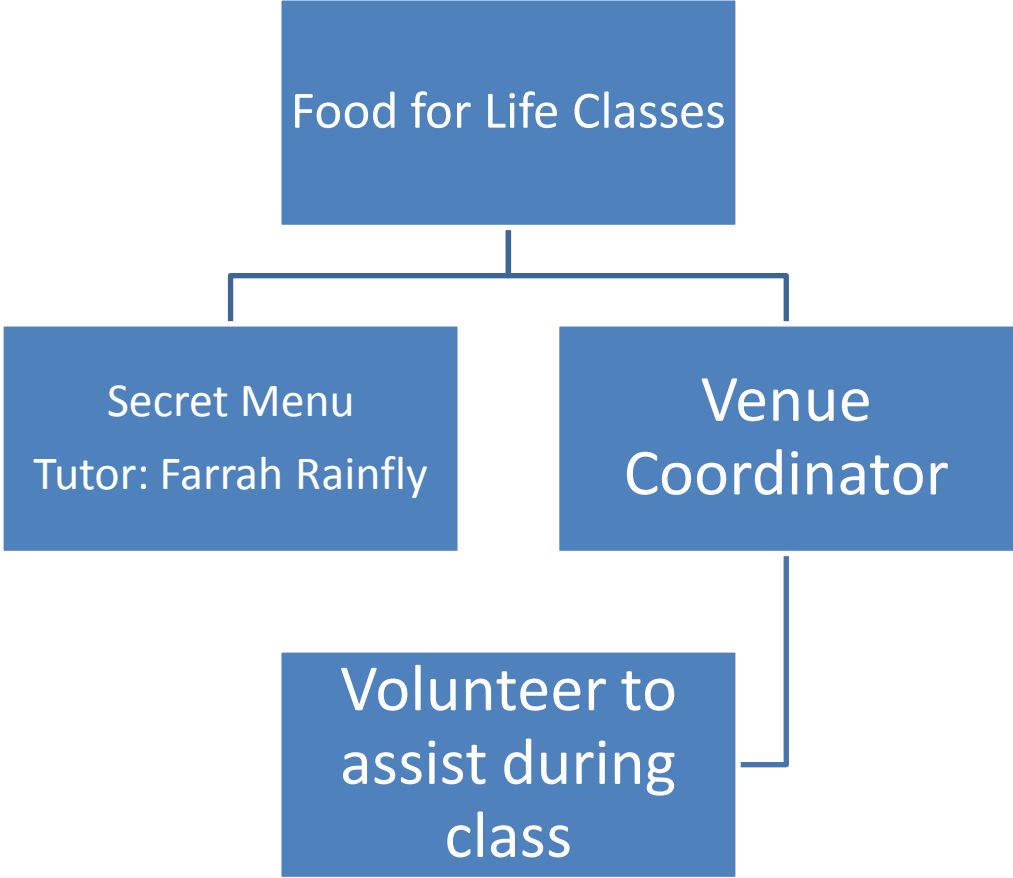
5. **Food for Life: Employee Wellness Program**

Description of Work	Anticipated Costs
Tutor fee: 9 class series - £72 per class x 9 no. of classes	£648.00
Cost of ingredients @ £3.80 per head based on:	
10 people per class	£342.00
15 people per class	£513.00
30 people per class	£1,026.00
Cost of handouts, carry home containers and disposables @ £1.50 per head based on:	
10 people per class	£135.00
15 people per class	£202.50
30 people per class	£405.00

Estimated cost of transport @ £15 per class	135.00
Total	£ 1,260.00 - £2,214.00

Breakdown per person based on 10 people per 9 series class: £14.00 per person per class
Breakdown per person based on 15 people per 9 series class: £11.10 per person per class
Breakdown per person based on 30 people per 9 series class: £8.20 per person per class

VIII. Key Personnel



IX. Evaluation

Registration:

Participants will be given an in-class Registration Form to complete. PCRM requires Food for Life team members to collect names, addresses, phone numbers, and email addresses.

E-mail is PCRM's only means of communicating with past class attendees to provide them with the wealth of resources they offer to support them in following a plant-based diet.

Participants will also be asked to complete a waiver form.

Class Evaluation:

Feedback about the Food for Life classes from the attendees is highly valuable to PCRM.

At the final class participants will be instructed to complete an evaluation. Responses will be transcribed into the Food for Life class database and copies can be shared with the organisers.

PCRM Class Attendee Follow-up/Post-Series:

Upon completion of the series, the attendees will receive the following from PCRM:

- Thank you and follow-up cultivations e-mails.
- Food for Life News You Need monthly e-newsletter.

Optional After Class/Post-Series:

Organisers could organise a pot-luck 21 days following the final class to provide a support network, encourage and strengthen community ties and to gauge the effectiveness of the improvements in diet.

X. Endorsements

PCRM Nutrition and Cooking Class Testimonials:

<http://www.pcrm.org/health/diets/ffl/classes/nutrition-and-cooking-class-testimonials>

Food for Life Personal Stories:

<http://www.pcrm.org/health/diets/ffl/classes/ffl-personal-stories>

Secret Menu's group reviews on Meetup.com:

<http://www.meetup.com/secretrawmenu/about/comments/?op=all>

XI. Next Steps

Contact details to discuss this proposal further:

Ms. Farrah Rainfly

PCRM Certified Food for Life Instructor

Phone, Viber, WhatsApp: **079 0676 0576**

Instagram: www.instagram.com/secretrawmenu

Meetup: www.meetup.com/secretrawmenu

Facebook: www.facebook.com/secretrawmenu

Twitter: www.twitter.com/secretrawmenu

Email: farrah@secretrawmenu.co.uk

XII. Appendix

Further information on the Food for Life Classes: <http://pcrm.org/health/diets/ffl/classes/>

Further information on PCRM: www.pcrm.org

Type of recipes demonstrated in class: www.nutritionmd.org

Visual pictures of recipes demonstrated in class: www.instagram.com/secretrawmenu