



Peaceful Planet Foundation
Fostering peace, health and wellness

Plant Smart Kickstarter Guide



RICE UNIVERSITY EDITION



Achieving Health in Mind, Body & Spirit



This Guide is supported by the following organizations:



Rice Vegan
Society



Peaceful Planet
Foundation

"Congratulations to Rice Vegan Society and Peaceful Planet Foundation for raising awareness of the importance of a whole food plant based diet and healthy lifestyle in achieving holistic health and wellness. Applying the pillars of natural nutrition, balanced movement, resilient mindfulness and deep connecting as described in this booklet are the foundations for not only minimizing disease but also maximizing life.

Enjoy and live with purpose!" **Wayne S. Dysinger, MD, MPH**; CEO, Lifestyle Medical; Past-President, American College of Lifestyle Medicine; Chair, American Board of Lifestyle Medicine.

"Congratulations to the Rice Vegan Society! As a Rice Alum and a vegan cardiologist, I send you high regards for major success with your future endeavors." Sincerely,
Baxter, Montgomery MD FACC

Special Thanks to Christoph Wagner, Jordin Metz, and Tami Lynn Andrew for their help with this guide.

INTRODUCTION

The guide contains a pretty bold message; It claims to offer guidance on how to achieve health, wellness, in mind, body, and spirit all in a twelve page booklet. Only you, the reader, can decide whether it lives up to its intention. Before you start reading this guide, you're probably thinking: Why do it? What's in it for me? How much trouble is it going to be? How can I possibly do this? Will I get enough protein, or calcium? Though we won't be able to address every question and concern in this small booklet, we will attempt to answer a few, and perhaps more importantly, point you in the right direction, and provide you ample resources for your plant smart journey.

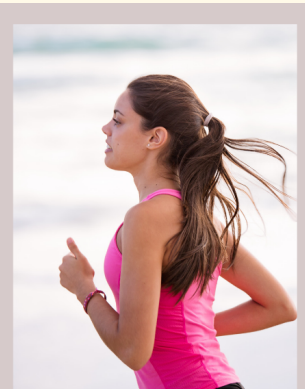


This booklet is divided into four sections. In the first section, we will cover nutrition, the lynchpin of health and wellness. The second and third sections will deal with exercise and mindfulness. Finally, in the last section, we will focus on the importance of connecting with your true self and with others. So, grab a plant-based snack and let's get started.

I. WHY DO IT?

WHY SWITCH from your current diet and lifestyle to the holistic program we recommend:

1. For your health: A plant-based pattern of eating, one that excludes all animal products (meat, dairy, seafood, poultry), has been shown to reduce the risk of chronic diseases such as high blood pressure, diabetes, obesity, heart disease, and even cancer.
2. Turn on the health promoting genes: Emerging research from the field of epigenetics clearly shows the power of diet and lifestyle in turning on the “good” genes—those that promote health and longevity—and turning off the “bad” genes—those that increase your risk for premature death and disease.
3. Reduce stress and cultivate inner peace: Mindfulness techniques such as yoga, meditation, and even walks in nature have been shown to reduce our stress hormones, leading not just to better health but to a greater overall sense of well being.
4. Numerous studies on exercise (both aerobic and weight bearing exercises) have been shown to reduce the risk of obesity, diabetes, osteoporosis, and heart disease.
5. To be truly healthy in body, mind and spirit, we must make a connection with our own true self and make connections with the community around us.



II. WHERE IS THE EVIDENCE?

Curiously, we've had the evidence for a while

1. Leading organizations from the World Health Organization(WHO) to the American Institute of Medicine(AIM) advocate for a plant centered diet. Here is a link to a report(2002) from World Health Organization(WHO) titled [Global Strategy on Diet and health](#).

2. The field of Lifestyle Medicine, new medical specialty which came into inception in 2004 has been advocating for a whole food plant based diet for over a decade.

3. Considered by some as the patriarch of the whole foods plant based diet, Dr. T. Colin Campbell, published his groundbreaking book, The China Study, on diet and its association with chronic disease, in 2005.

4. In 1998, Dean Ornish's Lifestyle Heart Trial, a randomized clinical trial, using intensive lifestyle(plant based diet and other healthy lifestyle interventions), was published and demonstrated for the first time that coronary artery disease(heart disease) can be reversed. A feat no pill or modern cardiovascular procedure can replicate.

5. If one website has revolutionized access to nutrition information for lay individuals it is the website--nutritionfacts.org. One website that has revolutionized access to nutrition information for the lay public is nutritionfacts.org. Never before has it been so easy to learn about the benefits of broccoli or the ill effects of eating cheese, all from bite-sized videos and articles based on the current scientific literature.



III. HOW CAN I DO THIS?

If the thought of never having another hamburger makes you breakout in a cold sweat, relax! One thing we want to address at the very start is all or nothing thinking. All of life is a journey. Consider this a quest for a healthier, happier you, as part of that process. The key is to change the mindset from habitually doing something to being more mindful of your choices. Just take a bit of extra time to consider whether the food that you're about to eat is nourishing for your body, mind, and spirit. If you just start the new habit of checking a menu to see if your favorite eatery has a plant based option, you are well on your way.



WHERE WILL I GET MY PROTIEEN?

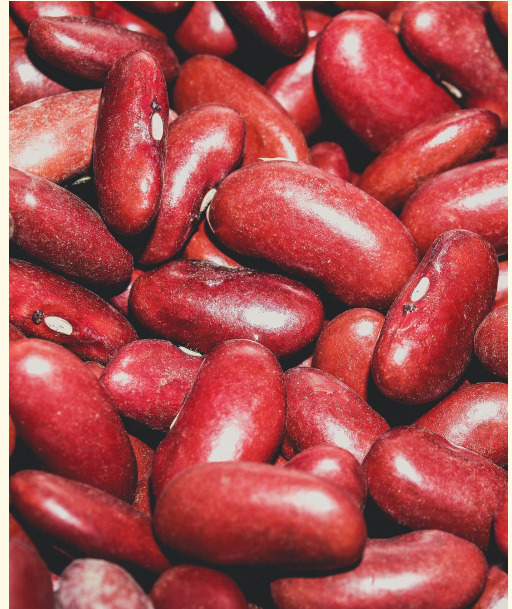
Protein is one of the 3 macronutrients our body needs, along with fat and carbohydrates. Actually, all protein originally comes from plants. The myth that animal protein is "healthier" because it's more complete is just that, a myth. In fact:

1. There is protein in all plant foods, but legumes and whole grains are particularly high in protein. Common foods with high protein include beans, lentils, brown rice, quinoa, nuts, seeds, and tofu.
2. Animal protein, unlike plant protein, is linked to increased incidence of several cancers, insulin resistance, and osteoporosis. Animal protein is particularly damaging to our kidneys and it is also more inflammatory because of the presence of endotoxin and compounds such as Neu5gc. Chronic inflammation is the underlying cause of many chronic diseases, including heart disease, type 2 Diabetes and cancer.

WHAT ABOUT CALCIUM OR IRON?

All the **Calcium** our body needs can be easily met with a plant based diet.

1. Good sources of calcium are seeds, particularly chia seeds; beans and lentils; and dark leafy greens, especially kale and collard greens.
2. Our body needs a certain amount of calcium for strong bones, but increased calcium above that amount doesn't give us additional benefit.
3. For healthy bones, other things are just as or more important, such as Vitamin D, weight bearing exercises, and other minerals.
4. Considering all the ill effects of dairy, getting our calcium from plants is a much healthier choice.



Iron another essential mineral for the body is abundantly found in the plant kingdom.



1. Dark leafy greens, particularly spinach; beans, lentils, nuts, seeds, and dried fruit are a good sources of Iron.
2. To increase absorption of iron, add some citrus(lemon juice or orange slices) to your spinach salad. Your body is not very efficient at absorbing iron, and that's a good thing. Because too much iron, especially heme iron(found in red meat) causes oxidative stress which can lead to chronic inflammation and chronic diseases. But it's particularly concerning because it raises the risk of colon cancer and other gastrointestinal cancers.

WHAT WILL I EAT FOR Breakfast Lunch or Dinner?



BREAKFAST IDEAS:

Oatmeal/other cereal with berries and fruit
Toast with nut butter and a bowl of fruit
Green smoothie and a whole wheat muffin
Tofu scramble with side of nuts and berries
Fruit salad and toast with hummus or tahini
Blueberry oatmeal waffles with pumpkin seeds

LUNCH IDEAS:

Hummus wrap w/ falafel, lettuce, tomatoes & tahini
Mega salad with tempeh or beans & nuts/seeds
Pizza with your favorite veggies
Veggie burger whole grain bun & bowl of fruit
Hearty tomato & barley soup with a side salad
Asian noodle bowl with ginger/peanut dressing



DINNER IDEAS

Tofu and veggie stir fry with brown rice
Veggie burrito w/lettuce & tomatoes and a side of rice/beans
Pasta with your favorite veggies & side salad
Veggie Sushi, edamame & miso soup
Three bean chili with side of avocado toast
Roasted veggies with favorite whole grains

WHAT CAN I EAT ON CAMPUS?

You may or may not have noticed, but a revolution is under way. So many Rice students have started to include more plants on their plate. There are more plant-based options available in grocery stores, restaurants, and right here on campus. With marvelous plant-based options available at South Colleges Served, West Served, North Served, Sid-Richardson Kitchen and especially, Seibel Served, it is becoming easier to find a delicious plant based meal.



Photo of plant based meal from South Colleges Served

IV. EXERCISE

DO I HAVE TO EXERCISE?

Exercise is essential for optimal health and wellness. Physical inactivity is the fourth leading risk factor for death according to the World Health Organization. Sedentary behavior is associated with premature death and the development of heart disease, diabetes, and high blood pressure. Exercise is just as effective in treating mild to moderate depression as leading antidepressants on the market.

WHAT SHOULD I DO?

1. Aerobic/Endurance Exercises: Most health benefits occur at 150-300 minutes of moderately intense exercise in a week. Examples of aerobic exercise include Running, bicycling/spinning, Basketball, Swimming, HIIT(high intensity interval training), dancing, Kickboxing, etc.

2. Strength or Resistance Exercise: National guidelines recommend 60 minutes two or three times a week on nonconsecutive days. Examples include free weights, medicine balls, resistance bands, and weight machines.

3. Balance and Flexibility: Guidelines recommend 20 to 30 minutes two or three times a week. Examples include yoga, tai chi, walking heel to toe, and pilates.



WHERE CAN I DO IT?



1. Rice University Gibbs Recreation Center is ranked #5 in the nation for best recreation centers at a University. The aquatics center, basketball courts, squash and racquet ball courts, weight and cardio areas are just a few of the amenities at the Rec Center.

2. Jogging trail around Rice campus is easy, inexpensive and almost always accessible.

3. From badminton to soccer and everything else in between, there is no shortage of team and intramural sport opportunities at Rice.

V. MINDFULNESS

WHAT IS MINDFULNESS?

To gain a clearer understanding of Mindfulness, let's break it into 3 parts.

1. Moment to moment awareness of a physical sensation, thought or a situation.
2. Being accepting and nonjudgmental with whatever thought or situation is present.
3. When you develop an attitude of acceptance with "whatever is" then you can cultivate a mental pause which then allows a skillful response to the stimulus as opposed to a blind or habitual reaction.



Mindfulness meditation is the practice of cultivating a skillful response to whatever life throws our way. It can be done formally, as when sitting in a quiet and secluded space or it can be practiced "informally," in the maelstrom, that is life.

WHY DO IT?

1. Improves focus and attention--better grades and job performance
2. Reduces stress--Lower our stress hormones leading to better physical and mental health
3. Regular practice lowers incidence of anxiety and depression.
4. Opens the gateway to awareness, compassion, and inner peace.

Resources at Rice

1. Rice Wellbeing and Counseling Center
2. Glasscock School of Continuing Studies--Meditation for Life CLSTHMB 002

VI. CONNECTIONS

To experience health in body, mind and spirit, connecting to one's own true self and to the community around us is essential. Lessons from the Blue Zones show the key to long, happy, and vibrant life is a healthy lifestyle and being engaged. Blue Zones are 5 areas in the world where large numbers of individuals live long and healthy lives. Traits common to all the Blue Zones include eating a predominantly plant-based diet, daily physical exercise, being part of a community, and having close connections with friends and family.

PLACES TO CONNECT AT RICE

Rice Vegan Society/Rice Veg Club
Graduate Student Association (<http://gsa.rice.edu/>)
Student Association (<https://sa.rice.edu/>)
[Student Center](#)

VII. CLOSING

The hardest part of any journey is taking the first step. If you have read even part of this guide, you have taken that all important step! And, as the saying goes, once you start the journey, a path will appear. And on this amazing path of personal growth and self discovery, you will have amazing support, guidance and fellowship.

VIII. BIBLIOGRAPHY

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<https://www.health.harvard.edu/blog/mindfulness-meditation-may-ease-anxiety-mental-stress-201401086967>
<https://www.cdc.gov/physicalactivity>
<https://lifestylemedicine.org/What-is-Lifestyle-Medicine>
<https://www.ornish.com/wp-content/uploads/Intensive-lifestyle-changes-for-reversal-of-coronary-heart-disease1.pdf>
https://www.who.int/dietphysicalactivity/strategy/eb11344/strategy_english_web.pdf
"How not to Die" by Dr. Michael Greger
"The China study" by T. Colin Campbell
<https://foodrevolution.org/blog/plant-based-protein/>
<https://www.pcrm.org/good-nutrition/nutrition-information/health-concerns-about-dairy/calcium-and-strong-bones>
<https://positivepsychologyprogram.com/mindfulness-based-stress-reduction-mbsr/>
<https://www.health.harvard.edu/mental-health/can-relationships-boost-longevity-and-well-being>

VIII. RESOURCES SUMMARY

WEB:

Global Strategy on Diet and health.
nutritionfacts.org
PCRM
Lifestyle Medicine
Lifestyle Docs
Peaceful Planet Foundation

BOOKS:

The China Study - T. Colin Campbell
How not to die - Michael Greger
Power foods for the Brain - Neal Barnard
Prevent & Reverse Heart Disease - C. Esselstyn

MOVIES:

Forks over Knives
What the Health
Eating you Alive
Plant Pure Nation
Fast Food Nation

FOOD at campus and nearby

South Colleges Servery
North Servery
Sid-Richardson Kitchen
Seibel Servery
Local foods Rice Village
Whole Foods Market on Kirby
Field of Greens
Doshi House Cafe
Jinya Ramen bar
Green Seed Vegan
Sunshine's Vegetarian Deli
Island Grill
True Food Kitchen

OTHER RESOURCES at RICE

Gibbs Recreation Center
Rice Student Center
Rice Wellbeing and Counseling Center
Glasscock School of Continuing Studies
Farmer's Market at Rice

