

A look back at 2025 for Plant-Based Health Professionals UK



PLANT-BASED
Health Professionals UK

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A Message From

Dr Shireen Kassam, Executive Director of Plant-Based Health Professionals UK

'This past year has been as busy as ever with so many highlights to be proud of. It has felt important to have taken time to ensure our strategy aligns fully with our mission and vision and to grow our team to ensure our future resilience. We have seen our reach expand further into healthcare delivery in the UK with closer working with NHS England, acceptance into more medical student and GP teaching programmes, increasing numbers of speaker invitations to healthcare conferences and inclusion of our resources within healthcare guidance. This gives us hope that plant-based diets and lifestyle medicine are becoming more widely accepted and will guide our work into 2026. We could not achieve any of this without our members and collaborators, for whom we are so very grateful.'

Our Mission

To transform UK healthcare into a healthier, fairer and more sustainable service by providing education, and leading initiatives, on the benefits of a whole food plant-based nutrition and positive lifestyle approaches.

Our Theory of Change

By providing education to healthcare professionals; contributing to the growing evidence-base on plant-based diets, sustainable healthcare and health promotion; and leading initiatives which help the NHS transition to plant-rich menus and integrate lifestyle medicine, we will move the dial towards a healthcare system which prioritises prevention over sick care.

HIGHLIGHTS FROM 2025

Expanded the Nutrition and Lifestyle Medicine Conference with 250+ attendees and more than 20 expert speakers

Founding member of the Plants First Healthcare Coalition and working directly with NHS England's food service team

Co-launched the Global Healthy Hospital Network

Accepted into 9 medical schools plus the launch of our medical school curriculum

Views on Instagram have more than doubled from 22,472 to 51,253 and there have been 92,950 new users to our website

Delivered 44 talks at healthcare conferences and events





Downloads of In a Nutshell podcast have reached over 100K and followers exceed 5,000

Achieved 100% pass rate for the International Board of Lifestyle Medicine Certification

Co-created a 10-point plan, endorsed by 48 aligned organisations, leading to a meeting with National Food Strategy team

Ensured plant-rich diets included in the Lancet Countdown policy priorities for the UK

In collaboration with the UK Health Alliance on Climate Change, we developed a toolkit for medical organisations called *How to Prioritise Plant-Based, Sustainably Sourced Food*

Our team members

We are thrilled to have welcomed new team members in the past year:

- Mo Daryaman joined us in February 2025 as our Social Media Manager
- Nina Copleston-Hawkens joined us in November 2025 as our Communications Manager
- Olivia Vickery joined us in January 2026 as our new Operations Manager

It is very exciting to see the team expanding, meaning our efforts to create a healthier, fairer world are multiplied and we can forge ahead with our mission.

We say a big thank you and farewell to team member Rohini Bajekal. Rohini has been with us since the early days of PBHP UK and has dedicated so much of her knowledge, expertise, time and creativity into making PBHP UK what it is today. We wish Rohini all the best of luck with her future work in women's health.



Mo Daryaman
Social Media Manager



Nina Copleston-Hawkens
Communications Manager



Olivia Vickery
Operations Manager

Our team members

Mo, Nina and Olivia join our existing core team members.



Dr Shireen Kassam
Founder & Director



Micheal Metoudi RD
Research Dietitian



Claire Lynch RD
Lifestyle Medicine Educator



Giovanna Dicandia
Nursing Lead



Isabelle Sadler
Research Assistant



Karen Lee
Events Manager



Dr Daisy Lund
Podcast Host and Education



Dr Clare Day
Podcast Host



Kate Dunbar
Patient Advocate &
Graphic Designer



Sian Roberts
Book Club Lead



Rosie Martin RD
Advisor



Dr Miriam Martinez-Biarge
Advisor on Plant-Based
Diets for Children

Our team members



Sarah Bentley
Director of Food and Culture



Dr LJ Smith
Plants First Healthcare Volunteer



Dr Sundhya Raman
Nutrition and Lifestyle Medicine Educator



Carmen and the MAD Ideas team
Website development, marketing & design



Jay Cox
Director of Videography

Supporting associates



Rohini Bajekal
Webinar Host



Dr Alexander Bauer
Statistician

Our first in-person strategy day

Held in June 2025, we brought the whole team together to brain storm our organisational strategy, making sure this aligns with our mission and vision.

Our key focus areas going forwards are:

1. Medical student and GP education on plant-based nutrition and lifestyle medicine
2. Rolling out the Plants First Healthcare initiative to support healthcare settings to adopt more sustainable, plant-rich menus
3. Influencing the next UK food-based dietary guidelines through research and effective communications
4. Working with our dietitian partners to support acceptance of plant-rich diets amongst nutritional professionals

Our membership community

The most important part of PBHP UK is our wonderful membership community. We wouldn't be able to achieve what we do without their support and guidance. We stand strong at 1,000 members from all around the UK and beyond.

As well as our flagship Nutrition and Lifestyle Medicine Conference (NLMC), we have also held an in-person AGM and members social. It was wonderful to see so many of you there (despite it being one of the hottest days of the year!)

Our membership community

In 2025 we held five book-club meetings, expertly hosted by our member Sian Roberts, and we were delighted to host Dr Michael Gregor in June to discuss his book *How Not to Age*. We also held two journal clubs where we discussed newly published scientific papers on key topics.

Our community continues to thrive both in our online spaces and in-person. We hold monthly informal lunchtime meetings for members, co-hosted by our dietitians Michael Metoudi and Claire Lynch, where we facilitate discussions on plant-based nutrition, share Lifestyle Medicine updates, and current research. Our active Whatsapp and Facebook groups continue to flourish and we love holding informal meet-ups including last year's in-person AGM and social in June, held in London.

Our members also kindly support our work by delivering talks, writing articles and developing factsheets, attending parliamentary meetings and championing our initiatives in their workplace and communities.

Community connection is at the heart of what we do.

If you want to find out more about joining us and the world of benefits membership unlocks,

HEAD TO OUR WEBSITE



Our AGM in June

Our membership community

Veganuary grants

We also provided micro-grants to five PBHP UK members to run Veganuary workplace challenges.

Northwick Park Hospital in Harrow, North West London held a Veganuary event including free delicious vegan food, booklets and cookbooks (which were so popular they almost ran out!). Twenty people made pledges about immediate dietary changes they felt able to make, including: ***"try to use more milk alternatives with my tea and coffee"*** and ***"once a week go vegan"***.

PBHP UK supported Jodie and Phil from Wirral Community Health and Care NHS Foundation Trust to run a Veganuary Workplace Challenge in 2025, which included a wide range of free samples, resources and talks from expert speakers. The event was a huge success with many people's (including dietitians) attitudes towards plant-based diets shifting, and opening up more opportunities for similar events in the future.



King's Hospital London



Northwick Park Hospital



Godalming college



Royal Bournemouth Hospital

TO ENQUIRE ABOUT VEGANUARY 2027 FUNDING, EMAIL SHIREEN@PBHP.UK

Continued collaboration with the International Board of Lifestyle Medicine

After partnering with the International Board of Lifestyle Medicine (IBLM) last year, we continued to lead the UK IBLM programme for 2025. We manage the entire certification pathway for becoming an IBLM certified Diplomate in the UK, and last year, our IBLM lead Claire Lynch guided 29 candidates through their studies. We are delighted to share that every single person passed! This 100% success rate is a credit to the hard work and dedication of the candidates under the leadership of Claire, supported by Clare Day and Daisy Lund.

We launched a new quarterly support programme for UK IBLM diplomates, focusing on integrating Lifestyle Medicine into clinical practice. The first session was delivered by Dr Emma Copsey, Consultant Cardiologist, on setting up her lifestyle medicine rehabilitation programme for people with heart failure. We continue to provide a blend of in-person and online CPD events for all our IBLM diplomates.

Claire Lynch represented the UK at the Second Global Lifestyle Medicine Leadership Forum in Phuket, Thailand – engaging with 29 leaders from 25 countries. The forum focused on knowledge exchange, relationship-building and strategic global collaboration to advance Lifestyle Medicine. Claire also spoke virtually at the Lifestyle Medicine conferences of Pakistan and Chile, further strengthening our global relationships.

INTERNATIONAL BOARD OF LIFESTYLE MEDICINE

Continued collaboration with the International Board of Lifestyle Medicine

Claire Lynch attended the American College of Lifestyle Medicine Annual Conference, strengthening global relationships and gaining new insights to support PBHP UK strategy.

These initiatives demonstrate our commitment to all six pillars of Lifestyle Medicine in improving health outcomes for both our patients and ourselves. Through our partnership with IBLM, PBHP UK supports the expansion of Lifestyle Medicine education among healthcare professionals, advancing our shared mission to deliver evidence-based, patient-centred care which considers health as holistic and interconnected.

What does becoming certified in lifestyle medicine mean?

If you are a physician or allied health professional (Doctorate/Masters level) with an interest in preventative, lifestyle-based solutions - then this might be for you. Achieving IBLM certification signifies specialised knowledge and international recognition of competency in Lifestyle Medicine. If you'd like to find out more or arrange a call with Claire -

PLEASE CONTACT CLAIRE@PBHP.UK



Claire at the American College of Lifestyle Medicine Conference

Nutrition & Lifestyle Medicine Conference 2025

Our Nutrition and Lifestyle Medicine Conference (NLMC) 2025 was our biggest and best yet! This annual conference brings together leading voices in the fields of lifestyle medicine and nutrition alongside experts-by-experience to share their stories and learnings. This event not only serves International Board of Lifestyle Medicine candidates, physicians and healthcare professionals from a range of backgrounds (41% of attendees were GPs or hospital-based doctors; 14% were dietitians or nutritionists), but anyone with an interest in the power of evidence-based plant-based nutrition and the six pillars of lifestyle medicine to prevent chronic disease.

Our 2025 conference commenced in October with a day of virtual talks and webinars, spanning topics from:

- A lifestyle medicine approach to managing multiple sclerosis from our very own Events Manager Karen Lee
- Loneliness and wellbeing from Rebecca Ridley of Age UK
- Transformative strategies for cognitive resilience from Keynote speaker Dr Ayesha Sherzai



FIND OUT ABOUT NLMC 2026 HERE

Nutrition & Lifestyle Medicine Conference 2025

Our in-person event took place in early November and saw an expanded offering over two-days in Central London. With more than 20 exhibitors including Heather Mills' No Bloat, ProVeg, Symprove and Omni; delicious plant-based lunches and snacks, networking opportunities and a packed agenda of more than 20 expert speakers (including 3 keynote speakers), delegates were kept busy!

There were 260 attendees each day, with a high satisfaction rating once more with 99% of attendees saying they would recommend the conference to colleagues. 50% of responding participants were attending a PBHP UK event for the very first time. 81% of attendees stated that they will make changes in their clinical practice based on the talks.

Day One covered topics including metabolic health, implementing lifestyle medicine into practice, precision nutrition, and building a healthier society. Day Two involved talks on sustainable healthcare, reclaiming health through meaningful engagement, and the science of stress, sleep and nature's healing power. The fantastic key-note speech was delivered by PBHP UK ambassador Dr Alan Desmond on gut health.

Our NLMC events are fully CPD and CME-accredited with evidence-based information on nutrition and lifestyle. Early-bird tickets for 2026 will go on sale soon – check our social media and dedicated NLMC website for more details!

If you're interested in exhibiting with us for 2026,

PLEASE CONTACT EVENTS@PBHP.UK



Exhibitors, speakers and delegates network over lunch

Testimonials from NLMC 2025

"The most amazing organisation and presentations!"

"A very enlightening couple of days! It was very refreshing to be in the company of so many healthcare professionals who 'get it'. Prevention really is better than cure. Lifestyle medicine just makes sense and having the evidence so expertly presented made what's required even clearer. My field relies too much on advancing treatments rather than addressing the causes, many of which can be overcome with dietary and lifestyle changes."
Joanne Wilson Senior Embryologist RDUH NHS Foundation Trust

"Fantastic event! Loved every minute of it!"

"Best conference I have been to. Excellent speakers with inspiring take home messages. Food, people and vibe were great."
Christine Ritter, GP Gorey Family Practice, Ireland

"Well organised and delivered. All sessions were focused, engaging and interesting.
Great opportunity to network and learn. Lots to take back and share. Left feeling inspired and energised. As well as well fed! The food was delicious. Thank you."
Emma Hagues Here for Health Service Development Manager, Oxford University Hospitals NHS Foundation Trust

"A fantastically inspiring conference covering a wide breadth of topics, from implementing sustainable healthcare to reducing individual risk factors for chronic disease. I learnt so much and had so many brilliant conversations with other delegates. I loved it!
Dr Hannah Short, GP & Menopause Specialist, Menopause Care"

"Best ever food at a conference!"













Nutrition and Lifestyle Medicine Conference

Plants First Healthcare

2025 has seen us make huge strides in our mission to help healthcare settings implement healthy, sustainable, plant-based meals.

In collaboration with the UK Health Alliance on Climate Change (UKHACC) and led by Sarah Bentley, we are proud to have developed a toolkit called *How to prioritise plant-based, sustainably sourced food.* This toolkit provides all the insights, facts and practical information to support medical associations, faculties and Royal Colleges to successfully adopt a plant-rich food culture at conferences and events, including offering a fully plant-based menu. The UKHACC, who have already endorsed the Plant-Based Treaty, represents over 1 million healthcare professionals through its membership programme - so it's reach is huge.

READ THE TOOLKIT HERE

We are already witnessing a change in food culture at healthcare events in the UK. For example, the British Thoracic Society's annual Summer meeting serves a fully plant-based menu and so did the Royal Physiological Society at their Health and Climate Summit in May.

For our hospital work, the Plants First Healthcare campaign has evolved into a coalition of five founding organisations: PBHP UK, MyNutriWeb, Greener By Default (GBD), ProVeg UK and Real Zero with the aim of empowering and supporting healthcare settings to adopt more plant-rich menus. This collaboration is groundbreaking initiative, offering a range of expertise as one coherent offer with the potential to make positive, practical change to the food culture in healthcare settings in the UK.



The Plants First Healthcare team gather for their first in-person strategy day in London

We are so proud of this collaboration and the significant time, care, and commitment invested in bringing it to life. From the development of integrated systems to the alignment of our collective expertise, we have come together to deliver a single, coherent service that draws on the distinct strengths and experience of each organisation. We are so excited to see what we will achieve in 2026!

Plants First Healthcare

We have seen completion of some pilot programmes with good practice becoming embedded as the norm. The Royal National Orthopaedic Hospital in London was the first UK hospital site to conduct a pilot with GBD in their staff canteen. The shift to more plant-based meals saw a 33% reduction in meat consumption, a 40% reduction in carbon emission from the catering service, all whilst maintaining a high level of diner satisfaction. They are now continuing with a 50:50 split between animal-based and plant-based meals in the canteen. In addition, they will be using oat milk as the default in barista coffee machines. Plant-based defaults are now being trialled in patient menus on the spinal rehabilitation ward.

Nuffield Health completed a pilot cycle of plant-based defaults with GBD in 37 of their hospitals. Although formal results are awaited, they are looking positive enough to be more ambitious in their latest menu cycle. They are also the only health system in the UK to formally remove processed meat from menus. A documentary about their experience will be aired in 2026.

Two pilots have been completed (one of them huge across 37 separate sites); three more are underway (one of these across seven different hospitals) with eight in planning stages with high impact, influential sites.

We participated in an event hosted by MyNutriWeb on nutrition in hospitals bringing together NHS leaders, dietitians and caterers. There was clear consensus that hospital food needed to better showcase healthy and low-carbon meals.

We have also built excellent working relationships with NHS England, NHS Supply Chain and multiple NHS Trusts. We are now contributing 35 new fully plant-based recipes to the NHS England's recipe bank, used by NHS chefs.

Plants First Healthcare has been covered by the medical press including the Network Health Digest Magazine, Dietetics Today and The Doctor magazine which is distributed to all members of the British Medical Association.



MyNutriWeb event

Plants First Healthcare

To amplify this work globally, we co-founded and launched the Global Healthy Hospital Network with other founding members: Physicians Association for Nutrition, ProVeg and Greener by Default. We have delivered quarterly webinars that showcase good practice around the globe in delivering healthy and sustainable hospital food. In addition, we co-host our community on the PANCO platform, fostering an online opportunity to network, exchange knowledge and practice globally.

JOIN THE GLOBAL HEALTHY HOSPITAL NETWORK

JOIN THE PANCO PLATFORM









Healthy, plant-based canteen food

Website resources

It is crucial to us that we are a reliable and evidence-based bank of information on both plant-based nutrition and lifestyle medicine. We have been working to ensure all of our factsheets (60 plus and growing!) and articles are up-to-date, which will continue into the first quarter of 2026. We have also created several new factsheets and there have been 34 new and updated articles in 2025.

Our 21-day plant-based challenge has been refreshed for new audiences and continues to be one of our most popular resources. Since its launch in 2020, we have had almost 7,000 participants. Three months after the challenge, 60% continue to make their diet more plant-based, with a 27.5% increase in people describing their diet as having transitioned to vegan.

Our menu booklets and posters have also been refreshed and more recipes for our website have been developed!

JOIN & SHARE OUR 21 DAY PLANT-BASED CHALLENGE



Social media & engagement

Our new social media manager, Mo Daryman, has expanded our social media to reach more people, boosted our followers and increased views and engagement.

Some highlights across platforms include:

- The number of views on Instagram has more than doubled from 22,472 in January 25 to 51,253 in November 25
- We have gained more than 5,500 new followers on Instagram.
- Our Facebook views have almost doubled from 12,311 In January 25 to 22,320 in November 25
- Impressions on our Linkedin have grown from 945 in January 25 to 4,652 in October 25

The growth of our social media reflects the growth of the organisation and the wider audiences we are now reaching.

GO TO OUR ARTICLES AND FACTSHEETS

Conferences and events participation

In 2025 the PBHP UK team delivered talks and participated in panels at 44 healthcare conferences and events - both national and international.

Highlights include:

- Claire Lynch and Daisy Lund hosted a PBHP UK/IBLM stand at the Primary Care Show, Birmingham and delivered a joint presentation which was shared in this article in Medscape.
- Shireen Kassam spoke on plant-based diets at the British Cardiovascular Society annual conference and the Doctors Association UK annual conference
- Laura-Jane Smith spoke on plant-based catering in hospitals at the annual British Association for Parenteral and Enteral Nutrition (BAPEN) conference
- Giovanna Dicandia delivered a webinar for nurses through the Centre for Sustainable Healthcare
- Sundhya Raman spoke at the Royal College of GP's one day conference on lifestyle medicine









Photos from our talks and events including The Primary Care Show and The British Cardiovascular Society Conference



In a Nutshell: the UK's premiere nutrition and lifestyle medicine podcast

Our In A Nutshell podcast, co-hosted by GPs Daisy Lund and Clare Day, is now in its third year and continues to grow and gain followers from around the world. Main episodes showcasing the knowledge and experience of our members and other experts are released twice a month, with shorter bite-sized episodes in between (there were 23 full and 23 nugget episodes in 2025).

IN 2025:

- Downloads reached 100,000
- Rated 4.9 stars on Spotify (71 reviews) and 4.8 stars Apple Podcasts (48 reviews)
- Followers across all platforms exceeded 5,000
- Ranked 7th in December on the Goodpods Top 100 Weekly Nutrition Chart
- Highlights from Season 5 include Dan Buettner discussing the Blue Zones, member Jenny Griffiths (who is currently completing a PhD in U.K. Sustainable Food Systems) about the health benefits of seaweed as well as our Ambassador Dr Chidi explaining the role of plant-based diets in diabetes remission.



LISTEN HERE

Health professional education

Medical student teaching

Our student selected component (SSC) is now accepted into 9 medical schools. That is 6 more medical schools than in 2024! We have also launched our medical school curriculum: Cooking for the Climate.

Delivered by Daisy Lund, Sundhya Raman, Karen Lee, Clare Day and Claire Lynch, the content covered during the online SSC includes the benefits of a plant-based diet, hands-on cooking classes and how to incorporate this knowledge into clinical practice. Our analysis of learner outcomes shows that following the course, 90% of students felt confident or very confident discussing diet with patients. Additionally, many students reported improvements in their culinary skills, and most increased their consumption of fruits and vegetables and decreased their intake of meat and dairy.





TAKE A LOOK AT COOKING FOR THE CLIMATE

Teaching dietetic students

Claire Lynch has also continued engagement with dietetic education, including:

- A placement provider for a one-week health promotion placement for Birmingham City University students, where their task was designing and delivering an on-campus stand promoting plant-based diets.
- Delivery of two lectures for University of Hull dietetic students on plant-based nutrition support.

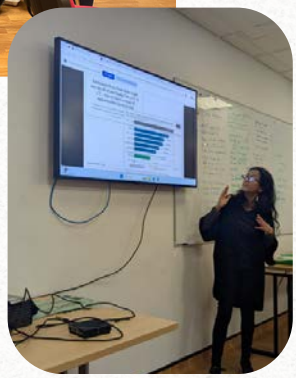
Nurse education

Our Nursing Lead Giovanna Dicandia has supported talks, webinars and sustainability/green forums to educate colleagues and inspire other nurses about why a plant-based diet is so important given the impact of the current food system on human and planetary health.

Teaching GPs

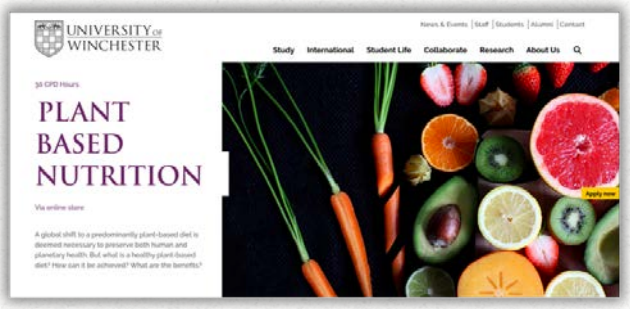
Daisy Lund is actively working to increase our presence in GP teaching, particularly within the vocational training scheme (VTS). In 2025 she delivered workshops that consisted of teaching GP trainees about sustainable diets for human and planetary health, and facilitated live online cookalongs creating flavourful plant based meals. Additionally, Daisy has provided this to Ealing and Imperial VTS, and planned upcoming sessions with Barking and Tower Hamlets VTS.





University-based education

Shireen Kassam's two courses at the University of Winchester continue to inspire and upskill health professionals and professionals from aligned backgrounds across the globe. Both the Plant-Based Nutrition Course and Lifestyle Medicine for Cancer Prevention and Survivorship have intakes throughout the academic year. Shireen Kassam continues to teach on the Hull York Medical school climate and health MSc, where she is an honorary lecturer.



YOU CAN ENROL HERE

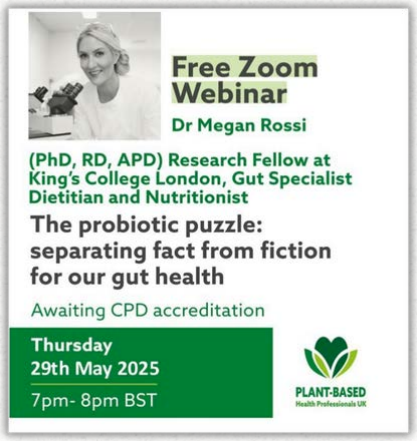


YOU CAN ENROL HERE

CPD-accredited webinars

We have delivered 9 webinars, attracting 776 participants, and covered topics ranging from plant-based diets for children, alcohol and dry January and behaviour change strategies. Attendees include doctors, dietitians, nurses, nutritionists and other healthcare professionals, as well as people interested in plant-based nutrition and lifestyle medicine.







YOU CAN VIEW A RANGE OF OUR PAST WEBINARS ON OUR YOUTUBE CHANNEL

Policy work

We are proud to have contributed to a huge range of policy work in 2025.
We contributed to the development of the *UK policy priorities* on Health and Climate Change from the Lancet Countdown. We were able to include the urgent need for a transition to a plant-based food system and plant-rich diets.

We continue to see our resources and the Plants First Healthcare Initiative recommended as part of clinical guidelines. This includes a new Green Maternity Report from the Royal College of Obstetrics and Gynaecology that recommends a plant-rich diet to pregnant women and mothers, recommending specifically our resources and supporting the Plants First Healthcare initiative.

Policy work

Our work is also recommended in Greener Practice resources, a network of hundreds of GP practices in the UK advocating for sustainable healthcare initiatives.

We supported the development and coordination of a policy briefing for Defra's National Food Strategy team along with our partners Foodrise and the Vegan Society. Our Ten Point Plan was endorsed by 48 health, environmental and animal organisations and resulted in a meeting with the Defra National Food Strategy team and engagement with MPs.







We were privileged to be invited by the Eat Forum and Physicians Association for Nutrition to contribute to the development of the health professionals action brief, promoted as part of the newly relaunched Eat Lancet Planetary Health Diet. This calls all healthcare professionals to take action to support implementation of plant-rich diets in healthcare settings.

We participated in a parliamentary roundtable event with the Danish Food Strategy Team (on how the UK can support through transforming food in healthcare). Shireen has also been appointed as an advisory board member to the European Network on Climate and Health Education (ENCHE) which provides a platform to ensure plant-based diets and lifestyle medicine are included in medical school education.

Policy work

Dr Shireen Kassam had the opportunity to attend the Labour Party Conference with the Vegan Society and be part of a panel discussion on the National Food Strategy. The panel members included Claire Ogley, Head of Campaigns, Policy and Research, The Vegan Society; Jim Dickson MP for Dartford; Fran Haycock, Head of Sustainability, Greencore and Kath Dalmeny, Chief Executive of Sustain.

Photos of our policy work & events



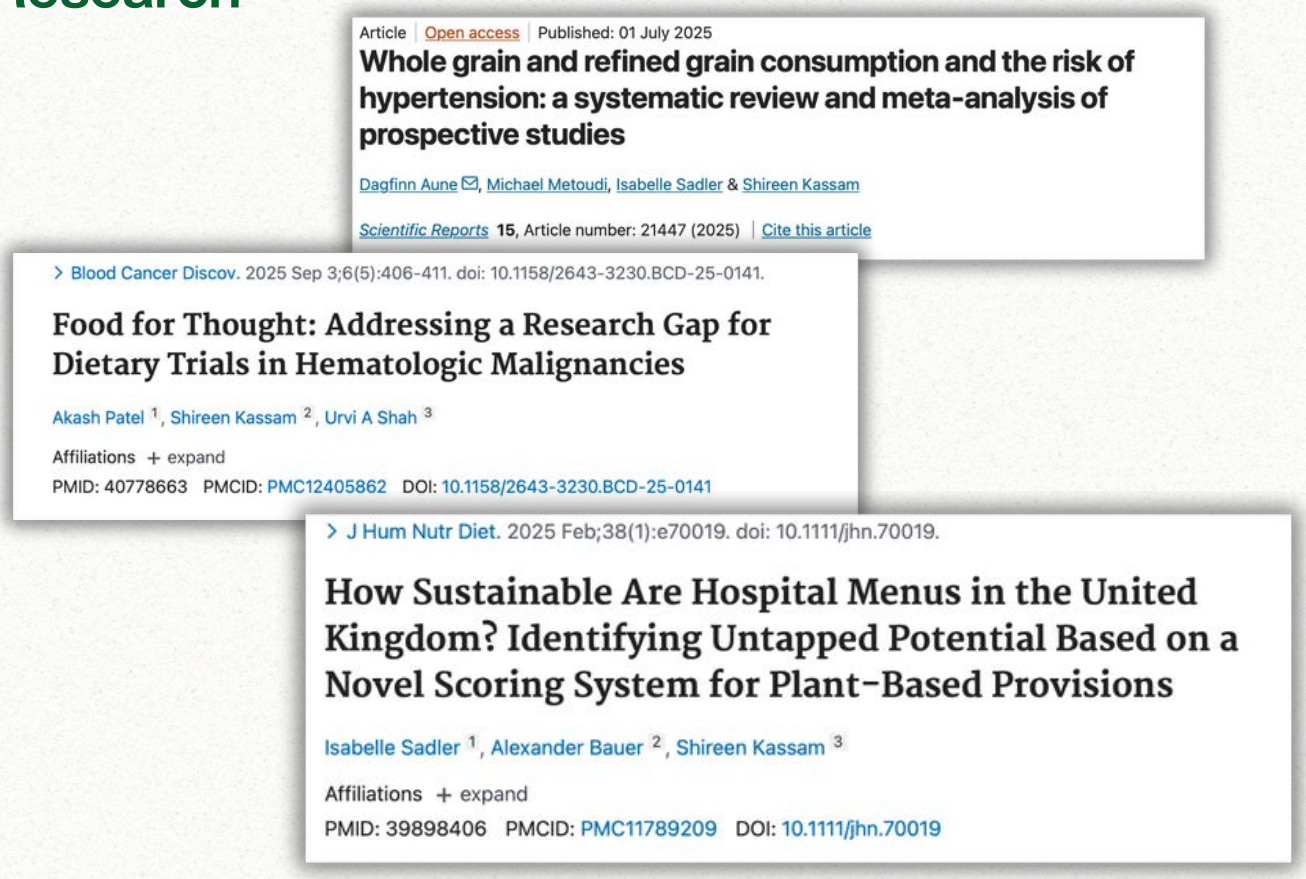








Research



Our research team has continued to contribute vital reviews and research on sustainability and health over the past year.

- Isabelle Sadler, Alexander Bauer and Shireen Kassam published research which evaluated the sustainability of hospital food menus in the UK: How Sustainable Are Hospital Menus in the United Kingdom? Identifying Untapped Potential Based on a Novel Scoring System for Plant-Based Provisions. The scoring system is being taken forward by other researchers elsewhere in the UK and Germany to conduct similar analyses and understand more about plant-based catering.

- Michael Metoudi, Isabelle Sadler, Shireen Kassam and Dagfinn Anne published a systematic review and meta-analyses evaluating the role of whole grain foods on hypertension: Whole grain and refined grain consumption and the risk of hypertension: a systematic review and meta-analysis of prospective studies. This was featured in an article on News Medical.

Research

- Shireen Kassam, and Urvi A.Shah and Akash Patel published Food for Thought: Addressing a Research Gap for Dietary Trials in Hematologic Malignancies.
- Shireen Kassam and Laura-Jane Smith published a review article in the Royal College of Physicians Future Health Journal, Why is the medical profession reluctant to talk about diet change? Two further meta-analyses were also submitted for publication in 2025 on the role of i) nuts and ii) legumes and hypertension risk.
- Along with previous works from 2024, the PBHP UK research team have been cited by 28 other papers.

READ ALL OUR PEER-REVIEWED PUBLICATIONS

Supporting mission-aligned campaigns and organisations

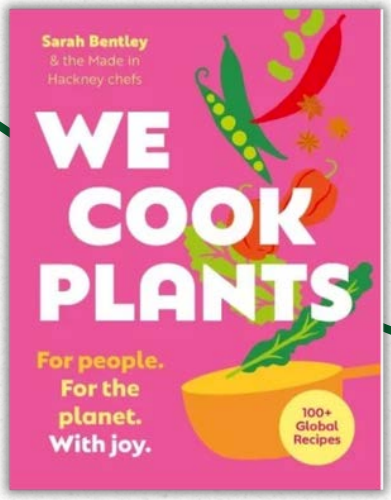
We continue to support a variety of mission aligned campaigns and organisations, including Veganuary, The Vegan Society, Plant-Based Treaty, Plant-Based Universities, Scrap Factory Farming and more. This has included two joint PBHP UK/Veganuary webinars featuring Rohini Bajekal and Claire Lynch, which focused on the benefits of plant-based diets and thriving after 50 with plant-based diets and lifestyle medicine.

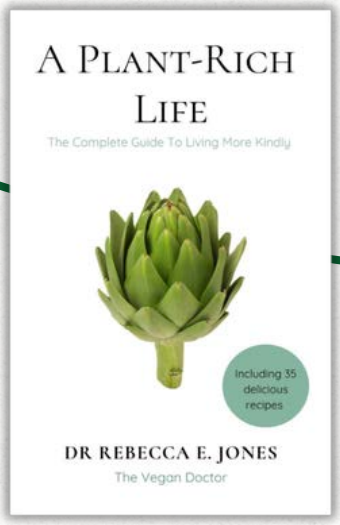
In January, PBHP UK joined a coalition of 40 organisations - including Greenpeace and The Vegan Society - to sign an open letter urging the UK government to stop the Agriculture and Horticulture Development Board's (AHDB) "Let's Eat Balanced" meat and dairy campaign. This was endorsed by Chris Packham and Dale Vince.

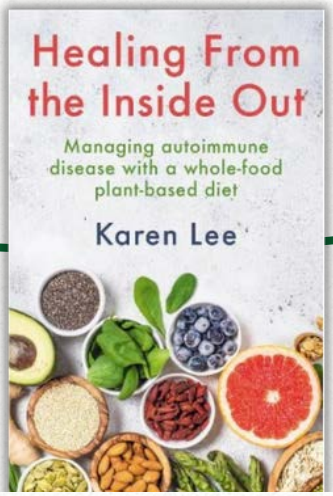
We have also joined The Eating Better Alliance and are part of a working group with AdFree Cities.

Books by our members

We have so many talented members who have books available to buy via our website. Special shout outs go to our Director of Food and Culture, Sarah Bentley, and her cookbook *We Cook Plants* created in collaboration with Made in Hackney chefs; Rebecca Jones, GP and member for her book *A Plant-Rich Life*; Karen Lee, our Events Manager, has also just released (in January 2026) her new book *Healing From the Inside Out.*







FIND ALL OUR BOOKS HERE

WHAT'S IN STORE FOR 2026?

Supporting more candidates through the International Board of Lifestyle Medicine Certification programme

Hosting NLMC 2026 - save the dates for our online conference on September 19th and our in-person event in London on November 5th and 6th

Delivering results of our research on dietary guidelines and soya-infant formula

Developing more fully plant-based recipes for the NHS England recipe bank

Working with more hospitals through the Plants First Healthcare Coalition to implement plant-rich menus for patients and staff

Speaking at more healthcare conferences and events

Expanding our teaching in medical schools, GP training programmes and nursing curricula

Working with our partners to influence the National Food Strategy

Working on the second edition of the textbook Plant-Based Nutrition in Clinical Practice

Olivia Vickery joining us as new Operations Manager

Season 6 of In a Nutshell podcast kicks off with all female plant power, with Dr Thivi, Kate Dunbar and Karen Lee

Thank you to all our supporters

We work with some wonderful people and organisations, without whom our work would not be possible. Thank you to Carmen, Carol and Rob from Mad Ideas who run our multiple websites. Keith Lesser and team of Vegan Accountants. Yasmin Neves and Robyn Yensen from HealthyHR. Jane Land and Matthew Glover who support our projects. Tanya Haffner, RD, and the team at MyNutriWeb, Jay Cox of Fizzeek Media. Our funders, including Vegan Grants, Craigs List Charitable Fund, Greenbaum Foundation, and VegTrust. We look forward to working with you all in 2026.

Thank you to our ambassadors

We are so grateful to our brilliant ambassadors, Dr Alan Desmond MB MCH, FRCP; Dr Gemma Newman MBBCH, DRCOG, DFSRH, MRCGP; Dr Chidi Ngwaba and Kate Strong, for their invaluable support and expertise.

Support our work & get involved

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