

# PLANT-BASED

## Health Professionals UK



### Our mission

To embed whole food plant-based nutrition education and practice into healthcare within the UK.

### Why

Food system transformation and adoption of a plant-based diet can positively impact a number of our inter-related crises, including health, climate and biodiversity.

### Our aim

To change the narrative on diet and health towards one that considers our own health alongside the health of the planet and the other animals we share this earth with.

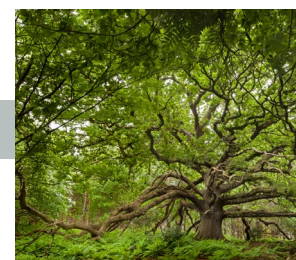
#### Preventing chronic ill health and improving health outcomes

Healthy plant-based diets have the ability to significantly reduce the risk of chronic conditions, whilst supporting optimal health and well-being at all ages and stages of life.



#### Addressing the climate and biodiversity crisis

The food system is a key driver of these crises, which in turn are adversely affecting human health. Plant-based diets have the lowest environmental footprint and can support the regeneration of nature.



#### Implementing a 'One Health' approach to healthcare

Optimising human health will not be successful without considering the health of non-human animals and ecosystems. Plant-based diets are kinder and more compassionate towards human and non-human animals.



#### Addressing health inequalities

A plant-based food system is essential to ensuring equitable access to healthy diets for all.

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### Our story

PBHP UK was founded in 2018 by Dr Shireen Kassam.

Shireen adopted a vegan diet in 2013 for ethical reasons but soon realised that a plant-based diet had the **potential to support optimal health and well-being and address a number of chronic conditions** that are *adversely impacting quality of life and overburdening healthcare systems*. Shireen spent four years studying and researching the topic and learning from pioneers in the field in order to bring this, as yet under-utilised knowledge, to UK health professionals and health services.

Launching with a small team of volunteers, the organisation has grown in size, strength and influence and includes a growing membership of like minded individuals, who are sharing the plant-based message far and wide.

### Our people



Shireen



Hayley



Claire



Rohini

### Our workstreams

**Education:** In healthcare institutions, hospitals, universities, public events.

**Community cooking:** Vinny's plant-based cook school in Liverpool.

**Communication and PR:** Highlighting the benefits of and countering misinformation about plant-based diets in mainstream media.

**Supporting vegan organisations and campaigns:** Through the provision of evidence-based nutrition education and information.

**Policy work:** To embed plant-based nutrition within healthcare.

**Research:** To add to the evidence for plant-based diets in the UK.

**Hospital Food:** To prioritise plant-based catering.

### Why us, Why now?

We are the **only health professional led group within the UK** advocating for a **just and equitable transition away from animal agriculture to a plant-based food system in order to address the health and planetary crises**. Healthcare professionals hold a trusted position in society and our voice is essential in **accelerating the plant-based and vegan movements**.

#### Plant-Based Health Professionals UK

Registered as Plant-Based Health Professionals UK C.I.C. in England and Wales. Company no. 11363787, 147 Station Road, London, England, E4 6AG.