

PLANT-BASED

Health Professionals UK



Our mission

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

Why

Plant-based diets and lifestyle medicine can positively impact a number of our inter-related crisis, including health, climate and biodiversity.

Our aim

To change the narrative on healthcare to one that prioritises disease prevention, sustainability and social justice for humans, the planet and the other animals we share this earth with.

Preventing chronic ill health and improving health outcomes

Healthy plant-based diets and lifestyle interventions 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 is 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 other animals and ecosystems. Plant-based diets and evidence-based lifestyle practises are kinder and more compassionate towards human and other animals.

Addressing health inequalities

Plant-based diets and lifestyle medicine prioritises preventative and sustainable healthcare, which in turn helps to address health inequalities.



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Our story

PBHP UK was founded in 2018 by doctor 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 over-burdening 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 lifestyle message far and wide.

Our workstreams

Education: in healthcare institutions, hospitals, universities, public events.

Lifestyle medicine certification: We are a sister organisation of the Lifestyle Medicine Global Alliance and offer the international certification in the UK.

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

Our people



Shireen



Karen



Claire



Rohini

Nutrition and Lifestyle Medicine

Conference: An annual conference providing CPD-accredited education on healthy plant-based lifestyles.

Policy work: To embed plant-based nutrition and lifestyle medicine within healthcare.

Research: To add to the evidence for plant-based diets and lifestyle medicine in the UK.

Hospital food: To normalise plant-based meals as the default option in healthcare settings.

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 and for prioritisation of lifestyle medicine interventions 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 lifestyle medicine movement.

Plant-Based Health Professionals UK

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