

The logo features a stylized green leaf with three lobes on the left. To its right, the words "Healthy Eating" are written in a red, cursive font, with a small "TM" trademark symbol. Below "Healthy Eating", the word "Adventure" is written in a green, sans-serif font. A thin orange line curves under the word "Adventure".

Healthy Eating<sup>TM</sup>  
Adventure



*Your Adventure Begins Today!*


HealthyEatingAdventure.org


Dear Healthy Eating Adventurer,


Welcome to our Healthy Eating Adventure! We are excited to have you be a part of this truly transformational process. As Rip Esselstyn, author of *Engine 2 Diet* says, "In just 28 days, you will plant the seeds of a long lasting healthy life." Your Adventure starts the minute you sign up, and we will be here to support and guide you along the way.





## How to prepare for your Adventure:


 **Read** – *Prevent and Reverse Heart Disease* by Caldwell Esselstyn, Jr. It is our guidebook for the Adventure and it presents the research and reasoning behind the recommended food choices and exclusions in whole food plant-based eating. It also contains some great, simple, and enjoyable recipes!

 **Lab Work** – During the next 4 weeks you'll notice improvement in your wellbeing. You can also see quantitative results by comparing your weight, blood pressure, lipid profile and glucose from before and after the Adventure.

 **Clear Out Temptations** – Set yourself up for success by creating a clean environment in your home. Remove all non-plant-based foods from your pantry, refrigerator, and freezer. Also remove all processed salty, fatty, and sugary foods. Chef AJ says "If it's in your house, it's in your mouth."

 **Go Shopping – For your first shopping trip, pick out a few recipes from the resource book and get the ingredients for those. Plan some extra time for reading labels. You'll discover it fun.**

 **Experiment in the Kitchen** – Now it's time try them out. For these 28 days, we encourage you to eat 100% plant-based. Savor the changes you'll experience in your well-being within a week. We will help you simplify your cooking experience and make it enjoyable too!

 **Be Open** – Try not to stress out over the idea of potluck meals. Trying new things all week and preparing a dish for the potluck helps participants get past all their "reasons" for old habits, and see that new ones can actually be easier and quite tasty! The potlucks are a great way to enjoy a variety of new dishes.

## What To Expect:

The first week, you will hear two presentations: "The Why of Whole Foods Plant Based Eating" by Elizabeth George M.D., and "Kitchen Makeover" by Jean Ellis. This information will set you on your path of learning. You will sit with your team, and meet your coaches.

The next three sessions will include an informative presentation on a health topic, a potluck meal, cooking demo and discussion with your coach. Each team will provide one part of the meal. This responsibility rotates through the teams each week. Your coaches will stay in touch throughout the week, and will send out articles with more information. We request that you communicate with your coach at least weekly. It's helpful to watch the movies *Forks Over Knives* and *Processed People* to support your commitment. You can review presentations and "how to" demos on [HealthyEatingAdventure.org](http://HealthyEatingAdventure.org). There are also articles to help you get started, including "Every Tip You Need".

The Adventure will end with Graduation! Participants share their success stories, and we will celebrate YOU! We will talk about how to continue your journey and find support.

Congratulations, your participation in HEA marks your commitment to improving not only your health, but the health of Franklin County, and our world. This unique program is a service of MacWell, Elizabeth George, M.D., and countless volunteers who want you to live life in good health!

Best regards,

*Your HEA Team*

### Additional references :

- *The Prevent and Reverse Heart Disease Cookbook* by Ann and Jane Esselstyn
- *Engine 2 Diet* by Rip Esselstyn
- "A Conversation Between a Doctor and a Chef" by Dr. Liz and Chef Nick
- HEA website <http://healthyeatingadventure.org>
- HEA community facebook page <https://www.facebook.com/HealthyEatingAdventure>

## LABEL READING MADE EASY

For Plant-Based packaged food, Nutrition Facts label reading becomes easy - you only need to look at Per Serving - Calories from **FAT**, **SODIUM** mg and **SUGAR**.

### Nutrition Facts

7 servings per container

Serving Size 2 (100g)

Amount per serving

Calories 100

% Daily Value\*

1.	Total Fat	1.5g	2%
	Saturated Fat	0g	
	Trans Fat	0g	
2.	Sodium	25mg	1%
	Total Carbohydrate	24g	9%
	Dietary Fiber	6g	21%
3.	Total Sugars	4g	
	Includes 4g Added Sugars		8%
	Protein	3g	

**1. FAT** - Keep the calories from FAT less than 20%, that is, less than 2 grams of fat\* per 100 calories.

The example above has 1.5g of fat in 100 calories (15% of calories from fat), making this item a good choice!

\*1 gram of fat = 9 calories  
10 can be used for ease in calculations

Americans consume over 35% of their calories from fat – almost double what it should be. Avoid saturated fats. While nuts, nutbutters, seeds, and coconuts contain some healthful nutrients, they are also high in calories and contain some saturated fats along with the “good fats”; use minimally.

**2. SODIUM** - 1:1 Ratio Sodium:Calories or less

In this example, you see the sodium at 25mg, thus 25:100 is less than the 1:1 ratio and a good choice.

Keep the ratio of Sodium mg to Calories at 1:1 ratio or lower. American Heart Associate recommends 1500 mg per day. You will typically consume about 600 mg a day in foods containing natural sodium, so that only allows for ½ teaspoon a day additional.

**3. SUGARS** - 6 grams or less added sugar  
On this label, added sugar is 4g, making it a good choice.

Total sugar = sugar from the food ingredients (fruits, veggies) + added sugars.

Sugar as part of the whole food is more slowly absorbed and is accompanied by many other nutrients

The rule of Three: On the ingredient list added sugar should not be one of the first three ingredients: Keep the number of different added sugars to three or less.

Fruit juices and juicing fruit removes the fiber and will add a lot of quickly absorbed sugar to your diet.

**Ingredient box:** Look at the ingredient list box, not the front of the package which can be misleading. We’re looking for 100% whole grain. Avoid foods with a large number of ingredients, many we can’t pronounce and we don’t know what they are; and watch out for artificial colors, flavoring, preservatives, phosphates, etc. The shorter the ingredient list the better. Let’s get back to basics!

Instead of	Choose Plant-Based Healthy...
Dairy: Milk	Non-dairy milks are readily available, including Almond, Soy, Hemp, Rice and Oat.
Dairy: Cheese	For cheese-like texture, crumble Lite Firm Tofu. For cheese-like sauces, use Nutritional Yeast. On top of spaghetti, lasagna or pizza, use some ground cashews.
Dairy: Other	Non-dairy products are available (cheese, butter, yogurt, sour cream, etc.), use these judiciously as many are full of fat and highly processed.
Eggs for baking	Substitute with 1 T Flaxseed meal, mix with 3 T water, microwave for 30 seconds, stir; or use ENEREG Egg Replacer or Lite Firm Tofu.
Eggs for scrambles	Use Lite Firm Tofu with Turmeric spice.
Flours, Processed	Look for whole grain flours, to name a few; whole wheat pastry flour, whole wheat all-purpose flour, white whole wheat flour, whole wheat bread flour, whole oat flour, whole grain rice flour and ground chia seed flour.
Grains, Processed	Look for any of the following words to guarantee you are getting a whole grain product; 'whole', 'sprouted', 'rolled', 'stone ground' and 'cracked'. Look for 100% whole grains.
Meat	Make your own burgers from beans, rice, oats, beets and/or mushrooms. Make your own loaves with beans, lentils, rice, tofu, grains and/or mushrooms. Soy products are available, such as, veggie burgers, meatless crumbles, veggie dogs, veggie sausages, etc.; but limit processed foods.
Nuts and seeds for snacks	Limit nuts and seeds to 1 ounce daily, use as a condiment, they are full of fat and calories. Best Choice - Walnuts.
Oil for sautéing	Use a couple Tablespoons of veggie broth or water.
Oil for salad dressing	Make plant-based dressings or use vinegars.
Oil or butter for baking ingredients	Replace with applesauce, bananas or other fruit. Use Sunsweet Lighter Bake.
Oil for non-stick	Use non-stick cook ware. Line baking sheet with Silpat or parchment paper.
Oil for roasting veggies	Sprinkle on your favorite seasoning, roast on a pyrex dish or baking sheet. (Lining with a Silpat or parchment paper optional).
Adding Salt	Add foods that contain natural salt to your soups and stews such as celery, carrots, cabbage and parsley. Add spices and herbs that contain natural salt.
Salty processed foods	Look for labels 'No Salt Added' or 'Lo Sodium'.
Sugar	Read labels and select low sugar ingredients. Natural sugar from fruit is best, use to replace refined sugar. Unrefined sugar is a better choice than refined but sugar is sugar.



I don't feel like cooking...  
where can I go out to eat?

Here are some suggestions for locally owned restaurants where you can order plant-based meals. If the restaurant is new to you, ask for an allergen menu. Ask the staff about specific ingredients and order the plant-based items that you want. Look at the sides for additional options.

While traveling, check out Happy Cow for restaurants on-the-go: [happycow.net](http://happycow.net)

B Street 104 – 104 E Baltimore St, Greencastle, PA 17225 717.643.1621  
 The Falafel Shack – 9 N Main St, Chambersburg, PA 17201 717.404.8282  
 House of Kobe – 757 Dual Hwy, Hagerstown, MD 21740 301.797.6979  
 India Cafe – 815 Wayne Ave., Chambersburg 717.263.2660  
 Italian Village – 5267 Philadelphia Ave., Chambersburg 717.264.8577  
 Kenzo – 1495 Lincoln Way E, Chambersburg, PA 17202 717.263.0076  
 Mango Grill, 11205 John F Kennedy Dr., #201, Hagerstown, MD 21742  
 Montezuma – 820 Wayne Ave, Chambersburg 717.709.1003  
 The Orchards – 1580 Orchard Drive, Chambersburg 717.264.4711  
 Rik's Cafe – 1065 Maryland Ave, Hagerstown, MD 21740 301.302.7541  
 Rosalie's Fabulous Grill – 1901 Scotland Ave., Chambersburg 717.262.4981

Here are some local chain restaurants that have plant-based selections and check out seasonal farm stands:

Chipolte - 975 Norland Ave., Chambersburg 717.262.2287  
 Red Robin - 921 Norland Ave., Chambersburg 717.263.7900  
 Subway, various locations  
 White Elephant Thai - 141 W. High Street, Carlisle 717-249-2007  
 \*Steak houses frequently have good salad bars and baked potatoes



## Engine 2 Food Rules

	RULE	ISSUE	SPECIFICS	EXCEPTIONS	Above All
<b>PLANTS</b>	Nothing with a <b>face</b> or a <b>mother</b> . No animal flesh and no animal by-products. Think of dairy products as liquid meat	All animal based products contain the three big building blocks that promote disease: animal fat, animal cholesterol and animal protein	This means beef, chicken, pork, fish, eggs, milk, ice cream, sour cream, yogurt, butter, cottage cheese and cheese	None	<b>Plant Strong vs. Animal Products</b>
<b>WHOLE GRAINS</b>	Look for any of the following words to guarantee you are getting a whole grain product: <b>'whole', 'sprouted', 'rolled', 'stone ground', 'cracked'</b>	Refined carbohydrates have little or no fiber, vitamins, minerals, or water, and account for <b>90%</b> of Americans' carbohydrate intake	Watch out for the following which are <b>NOT</b> a whole grain product but a refined one: wheat, white, durum, semolina, bleached, unbleached, artichoke, and enriched flours	None	<b>Whole Grain vs. Processed</b>
<b>FAT</b>	Keep the calories from <b>FAT</b> below <b>20%</b> or 2 grams Example: 2 grams of fat per 100 calories	Americans consume over <b>35%</b> of their calories from fat – double what it should be and in unhealthy forms such as saturated and trans fats.	Avoid <b>bad fats</b> : saturated animal and vegetable fats, partially hydrogenated vegetable oils, mono- and diglycerides	Whole foods such as Nuts, nut butters, seeds, avocados, olives, and soybeans (but go easy on these – they are still FATS)	<b>Fat – under 20% *</b>
<b>SODIUM</b>	Keep the amount of sodium in a 1:1 ratio with the amount of calories per serving. Example: if there are 150 calories in a serving then there should be 150mg of sodium or less	Americans consume between <b>3000-5000</b> mg of sodium daily. We want this to be closer to <b>1500 mg daily</b> .	1 teaspoon of salt is 2,200 mg of sodium. Almost 80% of Americans' sodium comes from packaged foods and eating out at restaurants. A mere 10% comes from home cooking and the salt shaker	Condiments	<b>Sodium- 1:1 ratio calories/mg</b>
<b>SUGAR</b>	<b>The Rule of Three:</b> Read the ingredient list and look for products that don't have added sugars as one of the first three ingredients. In addition, keep the number of different added sugars to three or less	Close to <b>20%</b> of Americans' calories come from added sugars in packaged foods. The average person consumes 140 pounds of sugar a year	All sugars are empty calories with <b>50</b> calories per tablespoon including brown sugar, raw sugar, corn syrup, high fructose corn syrup	Pure maple syrup, agave nectar, brown rice syrup, blackstrap molasses, turbinado, Sucanat, xylitol, and 'pure as possible' jams and jellies with little or no added sugars.	<b>Sugars: (3 or less) added, low on ingredient list, not in the first 3</b>

\*Adapted from Engine 2 Diet by: Rip Esselstyn but modified to meet requirements of Prevent & Reverse Heart Disease by: Caldwell Esselstyn, MD.

## Online Video Resources:

Answers to Common Questions  
Concerning Whole Food,  
Plant-Based Lifestyle

Welcome Adventurers!

To get you started on your journey during your Healthy Eating Adventure (HEA), view the videos below to help answer some of your questions about a lifestyle eating whole foods, plant-based, no oil. Enjoy!

**CALCIUM:** Where Do You Get Your Calcium From if Not From Dairy Products, Dr. John McDougall (2.52 minutes)  
<http://www.youtube.com/watch?v=hh05yCLzhC4>

**CNN- BILL CLINTON GOES VEGAN:**  
Drs. Esselstyn and Ornish Interview (9.12 minutes)  
<http://www.youtube.com/watch?v=p4hbV4Rgzl8>

**DAIRY, WHY NOT:** Dairy: 6 Reasons You Should Avoid it at All Costs. Dr. Mark Hyman (9.37 minutes)  
<http://www.youtube.com/watch?v=0O-ehIkwGME>

**DIABETES:** Tackling diabetes with a bold new dietary approach: Dr. Neal Barnard (18.22 minutes)  
<http://www.youtube.com/watch?v=ktQzM2IA-qU>

**WHAT CAUSES INSULIN RESISTANCE?:** Dr. Michael Gregor (5 mins)

<https://nutritionfacts.org/video/what-causes-insulin-resistance/>

**TREATING DIABETES- PLANT BASED VS ADA DIET:**

Dr. Michael Gregor (5 mins)

<https://nutritionfacts.org/video/flashback-friday-plant-based-diets-for-diabetes/>

**FOOD SEDUCTION:** Breaking the Food Seduction, Dr. Neal Barnard (56.34 minutes)  
[http://www.youtube.com/watch?v=TDgA3T\\_JF2A](http://www.youtube.com/watch?v=TDgA3T_JF2A)

**HEALTHY HEART:** Have a healthy heart - Interview with Dr. Caldwell B. Esselstyn, Jr. (9.37 minutes) [youtube.com/watch?v=\\_QWMD-uHvoA](https://www.youtube.com/watch?v=_QWMD-uHvoA)

**LOWERING BLOOD PRESSURE NATURALLY:** How to lower blood pressure naturally, Dr. Janet Bruno (7.29 minutes)  
<http://www.youtube.com/watch?v=qcaUwWN0JdA>

**MEAT:** Dr. Jay Gordon: No one needs meat for health. (1.26 minutes)  
<http://www.youtube.com/watch?v=eD3QWtoGQ14>

**PROCESSED FOOD:** Chocolate, Cheese, Meat, and Sugar – Physically Addictive. Dr. Neal Barnard discusses the science behind food additions.(40.13 minutes)  
<http://www.youtube.com/watch?v=5VWi6dXCT7I>

**WHY NOT BEEF, CHICKEN, FISH, EGGS, MILK, CHEESE, YOGURT:** Plant-strong & healthy living by Rip Esselstyn (17.59 minutes)  
<http://www.youtube.com/watch?v=AAKEYcmCCck>

**CALORIE DENSITY – JEFF NOVICK**  
<http://www.youtube.com/watch?v=OCdwWliv7Hg>  
**THE MOST POWERFUL STRATEGY FOR HEALING PEOPLE AND THE PLANET:** <http://www.youtube.com/watch?v=ToKqrtFfi8>



### Online Documentaries:

View several of these movies to see what's going on in the food industry and beyond.

Hello Adventurers:

These documentaries are free to view online at various websites. Links can also be found at [healthyeatingadventures.org/resources/](http://healthyeatingadventures.org/resources/). To help reinforce your commitment to eating whole foods, plant-based take some time to view a few of these during your Healthy Eating Adventure (HEA) and as you continue your lifestyle change. So pop some air-popped popcorn, pull up a chair, relax and watch the movies or better yet while watching the movies "keep moving", that is, walk in place in front of the screen! Whole food, plant-based eating and exercise will keep your body healthy and happy!

<b>Chow Down</b> - (2010) 1:13 hours/minutes
<b>Code Blue: What Your Doctor Doesn't Know Will Shock You</b> - (2021)
<b>Food, Inc.</b> - (2009) 1:33
<b>FOK: Engine 2 Kitchen Rescue with Rip Esselstyn</b> - (2011) 52 minutes Available on loan from HEA. Just ask your coach. Also available from Netflix with subscription or for sale on Amazon.com
<b>Forks Over Knives</b> - (2011) 1:35
<b>King Corn: You Are What You Eat</b> - (2007) 1:30
<b>Plant Pure Nation</b> - (2018)
<b>The Game Changers</b> (2019) 1:25
<b>Vegucated</b> (2010) 1:13



## 28 Day Adventure Potluck Schedule

	Salad	Soup/ Stew	Entrée	Fruit/ Sides
Week 1	Team 1	Team 2	Team 3	Team 4
Week 2	Team 4	Team 1	Team 2	Team 3
Week 3	Team 3	Team 4	Team 1	Team 2
Week 4	Team 2	Team 3	Team 4	Team 1

Select recipes from the two recommended books *E2 Diet or Prevent and Reverse Heart Disease*;

Find recipes and how to blogs on [www.healthyeatingadventure.com](http://www.healthyeatingadventure.com);

Please include the name of your dish, along with the name of the book and page number so that others can also enjoy.

If you don't know what to bring, fresh fruits or vegetables are an option too. HAVE FUN COOKING, IT'S A NEW ADVENTURE!









## Potluck Schedule

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## Coaches' Contact Information

A large, empty rounded rectangular box with a dashed green border, intended for writing coaches' contact information.



[HealthyEatingAdventure.org](http://HealthyEatingAdventure.org)