

# 3<sup>rd</sup> International Conference and Exhibition on **Obesity & Weight Management**

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## 21-Day kickstart: Translating plant-based research into practical application

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Obesity and type 2 diabetes have reached epidemic proportions worldwide over the last two decades. Compelling research supports a plant-based eating pattern for the prevention and treatment of type 2 diabetes. Based on our research findings, including a NIH-funded diabetes study and a landmark workplace wellness study, we have implemented an innovative online nutrition education program, the 21-Day Kickstart which serves as an effective therapeutic model for the prevention and treatment of these diseases. Running since 2009 with over 360,000 participants, the 21-Day Kickstart is a free, three-week program that runs the first of every month. The program includes daily emails, community support, recipes and menus, nutrition education, and cooking instruction videos. Participants report that they experience more energy and weight loss. Many return month after month to repeat the program to support their long-term health goals. This program, offered in four different languages demonstrates the wide-spread potential of online nutrition education tools as diet interventions for preventing and reversing diabetes and obesity.

### Biography

Zeeshan Ali is the Kickstart India Program Specialist at the Physicians Committee. He received his doctorate degree from Johann Wolfgang Goethe University, Germany. He held a Marie Curie fellowship from Gabriele D'Annunzio University in Italy in 2010 and a postdoctoral fellowship at Piemonte Orientale Italy 2012.

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