SSAFE CASE STUDY REPORT

PP30 (Plant Powered 30) Challenge

Chapter: RiverWoods Durham
Location: Durham, New Hampshire
Recorder: Judy Aydelott, Judy Parks
Date Submitted: September 2026
Who to Contact for More Information:
Judy Aydelott: jupe67@mac.com
Judy Parks: jhillparks@comcast.net
Keywords: Vegetarian eating, eating challenge, climate-friendly dining

---

Summary:
Encouragement of vegetarian choices to the RWD community as health and environmental benefits during the month of June 2026.

Objective:
To incentivize community residents to vary and improve their diets by trying vegetarian options and increasing their consumption of plant based meals. We presented this as a fun challenge and offered weekly prizes for participation and a grand prize at the end of the program.

Project Description:
PP30 is 30-day program, designed by Practice Greenhealth, to assist organizations to challenge their employees to eat more healthy foods. This program is internet accessible. (Homepage | Practice Greenhealth)

RiverWoods Durham (RWD) is a not-for-profit CCRC associated with The RiverWoods Group which also includes RiverWoods CCRCs in Exeter and Manchester, NH. It is located on the outskirts of Durham, home of the University of New Hampshire's main campus. RWD opened in November 2019 and consists of apartments in connected independent and supported living buildings. There are 150 independent living apartments with approximately 200 residents and up to 76 residents in three levels of supported living.

This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Applicability:
Any CCRC could easily conduct this program in conjunction with their dining service.

Methodology:

- Introduced to The Sustainability Committee by the RWD dietitian.
- PP30 Program was originally instituted for employees in a work environment. We altered some of the parameters to fit a senior living community.
- Any resident that reported eating vegetarian meals was counted as a participant, regardless of the number of vegetarian meals consumed.
- Community Life staff provided publicity on electronic boards and in our weekly newsletter. *Exhibit A*
    - It was promoted as a fun challenge, emphasizing the enjoyment of trying new foods rather than pushing plant-forward eating, in hopes of encouraging participation.
- Residents signed up by joining a PP30 group on ICON, the community's resident social network, which the committee also used to post menus, weekly winners, and updates, and where participants could share comments. Residents who preferred not to use ICON signed up through a dedicated email address. *Exhibit B*
- We had a Happy Hour introduction and weekly Happy Hour follow-ups with delicious plant-based appetizers. Prizes were raffled at the Happy Hours with all participants included in the drawings.
- Participants recorded their number of vegetarian meals consumed, either electronically or by paper: *Exhibit C*
- One committee member kept the records and published them on a special PlantPowered30 website.
- Weekly prizes (4) were purchased from our local Replenish Refillery. The Grand prize was a meal for two.

Funding Needed:
The only direct cost was for the prizes at approximately $250. Other support was provided by the staff at no charge.

Support of Administration:
Our Culinary Director is very supportive of the Sustainability Committee. The dining room offers two dinner specials every day, and one is always vegetarian. During the PP 30 challenge month, the vegetarian option was presented first. There is also a Plant Forward section in the daily menu.

This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Key Challenges:
It was a very busy month for our chef and for the Dining Team in general. Plus, some of the residents had left the campus for summer homes or trips by June.

Outcome:
The outcome was mixed. We had initially hoped for more than the 50 participants, and we had initially hoped for more innovative menus from Dining. However, some residents told us that they had never tasted any of the vegetarian options, and that they found them appealing and satisfying. Because of too many challenges for the kitchen, we allowed dairy and eggs as vegetarian options and were not strictly plant based.
We had a very positive response from several residents who previously had little exposure to, or reason to try vegetarian options. Dining now offers legume side dishes daily. The program ended two months ago, and we are still receiving positive and enthusiastic endorsement of the PP-30 Program.

- 50 residents signed up & participated in Week 1 and averaged 5.88 meals/week
- 43-47 residents participated in Weeks 2-4 and averaging 5.63 meals/week
- Weekly reporting methods: 85% email and 15% hard copy
- In May 2025 12% of dinners ordered were vegetarian. In May 2026 14% were vegetarian and in June 2026, during the program, 20% of entrees ordered were vegetarian.
- Detailed data available in *Exhibit D*

Lessons Learned:
June may not be the best time to reach the most residents. Perhaps October would find more residents on campus.

Dining should have been involved earlier in the planning to provide more time to develop and implement menu changes.

Next Steps or Follow-up:
Probably a one-time endeavor. Continue to track evening specials by category on a period basis.

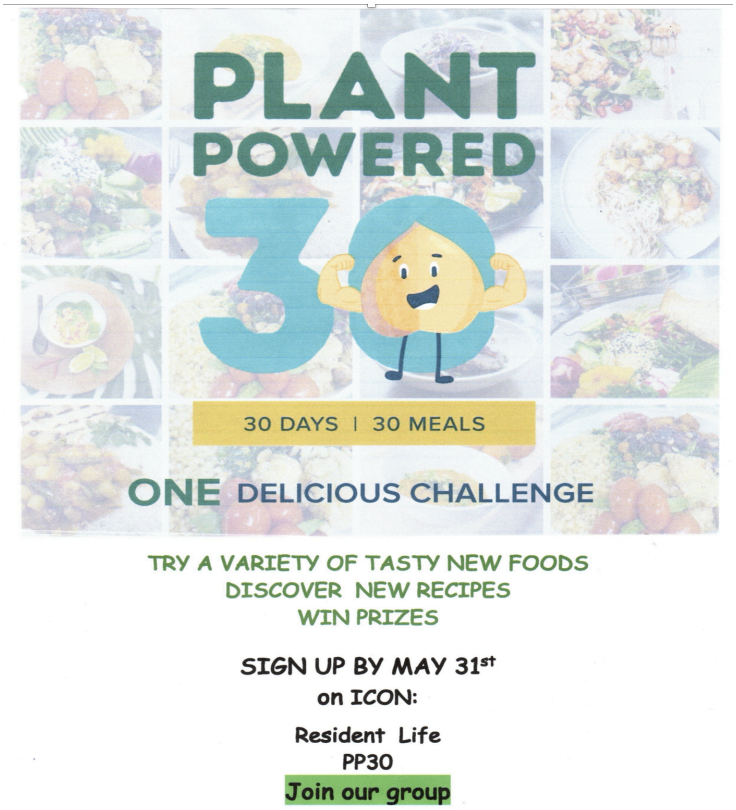
(cc) BY-NC-SA

This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Exhibit A

Example of Poster.

Using artwork from Practice Greenhealth, we created some rudimentary posters which were displayed community wide on Icon, and on our many electronic bulletin Boards



(cc) BY-NC-SA

This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Exhibit B:
Exhibit B was listed on ICON.

Note: Most of the RWD community was comfortable with Icon and they signed up for PP30 online. This "vehicle" enabled the committee to post messages, menus, weekly winners, etc. We kept in touch with the participants and they could post their comments to be read by the group.

***For residents who were not comfortable with ICON, we set up dedicated email for them to directly sign up.*



PP30

Welcome to PP30 (Plant Powered 30 Days)

For 30 days, or once a week, we encourage you to step out of your food comfort zone and try a plant-powered food. Every day in June, RWD Dining will feature two plant-based food specials and for lunch and one for dinner.

This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Exhibit C:
Individualized tally calendar
All participants were given personalized Calendar/Diaries to record their daily plant-based meals with weekly tally boxes to record their totals.
Total were reported via email or paper tally and each of the 4 weeks a drawing was held with the winner receiving recycled products.

EXHIBIT C

PLANT POWERED 30

30 DAYS | 30 MEALS ONE DELICIOUS CHALLENGE

JUDY'S PP30 FOOD DIARY

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday...	WEEKLY MEAL TOTAL
1	2	3	4	5	6	7	June 1-7 Total:
8	9	10	11	12	13	14	June 8-13 Total"
15	16	17	18	19	20	21	June 14-20 Total:
22	23	24	25	26	27	28	June 21-30 Week # 4= 10 days Total:
29	30						

Thank you for joining PP-30
Please email your weekly meal totals on June 8, 14, 21 & July 1
plantpowered30@icloud.com

JUNE

TALLY SHEET USED BY RESIDENTS WHO PREFERRED PAPER

PLANT POWERED 30

30 DAYS | 30 MEALS ONE DELICIOUS CHALLENGE

Week # 1
June 1- June 7

Name_____

Apt #_____

Total PP30 Meals _____

PLEASE PLACE IN CUBBY #245

(cc) BY-NC-SA

This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Exhibit D:

PLANT POWERED 30-DAY PROJECT

Collected Data

		Participants	Meals	Meals per Report
June 1-7	Week #1	50	294	5.88
June 8-14	Week #2	44	269	6.11
June 15-21	Week #3	43	197	4.58
June 22-30	Week #4	47	275	5.85
Total PP30 Meals			**1035**	
Avg weekly meals/participant				**5.63**

(cc) BY-NC-SA

This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.