Monday

The Day All Health Breaks Loose!
The Monday Campaigns

Meatless Monday founded in 2003 by Sid Lerner with Johns Hopkins School of Public Health

Expanded in 2006 with Columbia and Syracuse to address other health behaviors under Healthy Monday umbrella

The Kids Cook Monday introduced in 2011 to encourage families to make a weekly habit of cooking and eating together
Why Monday?
Johns Hopkins Monday research

• There are 52 of them! Periodic frequent messages can foster small, incremental steps that build over time

• Taps into pervasive weekly cycle of planning and renewal that shapes our lives

• Monday is a shared cultural experience that provides a social context for change
People are “open to buy” health on Monday

I see Monday as a day...

...for a fresh start.
...to get my act together.
...to dread.
...like any other.

What day are you most likely to...

- begin a diet
- start exercising
- schedule a doctor’s appointment
- quit smoking
People seek health information on Mondays
It’s the January of the week!
MEATLESS MONDAY

One day a week cut out meat
50% of America is now aware of Meatless Monday

28% of those aware say MM influenced their decision to cut back

* Online survey conducted by FGI Research among 2000 18+ representative sample. Sampling error is +/- 2% at the 95% confidence level.
Where would you like to see Meatless Monday?

- Supermarket - 48%
- Restaurant - 42%
- Fast Food Chain - 38%
- My Child's School - 21%
- Workplace Cafeteria - 23%
Meatless Monday website and social media

24,000 fans

13,000 followers

Meatless Monday
@MeatlessMonday United States

We are a non-profit health initiative, encouraging people around the world to go meatless one day a week for their health and the health of the planet!

http://www.MeatlessMonday.com
200 bloggers and online media have weekly MM recipes
Community and student advocates

Covington Kentucky

UC Davis

Raleigh Durham

Aspen
MM is now in 22 countries!
MM in restaurants

- 65 individuals restaurants and Moe’s use MM as a weekly platform to feature vegetarian meals
- Dovetail is “booked out” every Monday and is attracting a new demographic
Sodexo's Meatless Mondays Give 'Where's the Beef' a New Meaning

- 900 hospitals
- 2000 corporations
- 175 government clients
- 650 colleges
- 500 school districts
Sodexo Meatless Monday promotion

GOOD FOR YOU, GOOD FOR THE PLANET

MEATLESS MONDAY

CO MEATLESS!
Fruits, vegetables and whole grains keep you full and help prevent heart disease and certain cancers. Going meatless also saves water, which is good for the planet.

Learn more about Monday as the perfect start to positive behavior change at meatlessmonday.org

Talking to Your Customers

As you begin to run Meatless Mondays, there may be questions that arise from customers. In addition to speaking to the basics displayed above, use these helpful talking points as needed:

Q: Do I have to serve meatless options on Meatless Mondays?
A: Generally speaking, no. Protein-rich items such as beans, lentils or quinoa. As long as you’re offering enough variety to maintain a healthy, balanced diet, satisfying the ADA’s daily guidelines, you’re doing a great job!

Q: Are meatless diets recommended by the ADA?
A: Yes, the ADA’s guidelines recommend eating a variety of vegetables and whole grains. If a person has a specific health condition, consult with your provider before making a change.

Q: Can I get some protein from soy or tofu?
A: Yes, a meatless diet can be nutritionally balanced. However, it is important to eat the right balance of healthy fats and to limit the intake of unhealthy fats.

Q: Will going meatless make me lose weight?
A: Not necessarily. Depending on how these proteins are prepared, registered dietitians can substitute a lower fat portion for a higher fat portion. If the portion is lower in fat, the meal will be lower in calories. However, meatless dieticians will not necessarily lower calories in a meal. Follow the ADA guidelines to manage your calorie intake.

Q: Can I serve chicken on Meatless Mondays?
A: No, this is a meatless program. However, you can serve chicken on any other day of the week.

Meatless Monday Menu Options

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<thead>
<tr>
<th>Partner</th>
<th>Recipe #</th>
<th>Item</th>
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</thead>
<tbody>
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<td>Soba</td>
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<tr>
<td>Dakota</td>
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<td>Lentil</td>
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<td>Rice</td>
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<tr>
<td>Dakota</td>
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A Quick Taste of Meatless Monday

WHAT IS MEATLESS?
An international movement to help people reduce their meat consumption and improve their health and the health of the planet. It is an initiative of the Meatless Monday Campaign, in association with the World Health Organization (WHO) Health.
Sodexo Operator Survey

Benefits of the Meatless Monday Promotion

Educated consumers about the benefits of eating less meat and more vegetables

Make vegetarian options more appealing

Demonstrated Sodexo's commitment to sustainability

Demonstrated Sodexo's commitment to health

Demonstrated innovation

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Vegetable purchasing trends of providers during the Meatless Monday promotion

- 54%: Providers who reported no change in vegetable purchases
- 42%: Providers who reported increased vegetable purchases
- 4%: Providers who reported decreased vegetable purchases
Launched January with a press release and 25 market Satellite Media Tour
Monday: The Best Day to Make a Change for the Better

Why Go Meatless on Mondays?
On Mondays, you’re 10 times** more likely to start a healthier routine than on any other day. Which gives you 52 chances to make the most deliciously easy change you’ve ever made—just go meatless with Morningstar Farms.

What’s the Meatless Monday button?
Every Monday, click the button to reveal the mini-mission and enter for a chance to win prizes that make it super-simple to eat meatless—think cookware, cutlery, gadgets, grills and more!

Button Banter
This year we’re making it deliciously easy to eat better on Mondays—the best day of the week to make a healthy change. Every Monday, you can enter for a chance to...

The Vault
Look back at past mini-missions and check out all the great stuff we’ve given away so far. Open The Vault >
TV Cooking Demonstrations

Prepared Food Specials

Classes & Lectures, Food & Drink
Meatless Monday Cooking Class at Whole Foods Market
Produce and Product Promotions

**Pump some iron!**
Broccoli is an excellent source of protein & iron.

**If you think chili needs meat, you don’t know beans.**
The Kids Cook Monday

Website with weekly recipes, tips, toolkits and videos submitted by parents

Participation of media, bloggers and kids cooking community
The Kids Cook Monday

Columbia/Teachers college pilot of 4 week classes in Harlem to teach families how to cook together

Harmon’s tied-in with weekly cooking demonstrations
Use Healthy Monday platform to connect food and pharmacy

- Compliance
- Screenings
- Cooking classes
- Digital and social media
- Menu Plans
- Healthy Food Promos
Tailored messages based on health goals

Nutrition

Get up-to-date

Nutrition #13: Sometimes it is difficult to keep track of exactly which vaccines you need and when you need them, but they are an important component of staying healthy and avoiding disease. Many people think that they got all the vaccines necessary as a child, but some adults were never vaccinated as children, newer vaccines were not available when some adults were children, or some peoples' immunity may have faded over time. To prevent unnecessary illness, call your doctor this week and see if you are up-to-date on all of your inoculations.

Sure, I'll give this a try.  No thanks.
JOIN US!

Introducing The Kids Cook Monday
A General Overview

Healthy Monday Tip
Fitness Can Be Free!

You don't need an expensive gym membership or fancy equipment to get active. Exercise is any movement that works your muscles and uses more energy than resting. Try walking around your neighborhood, playing tag with the kids, using resistance bands, running up and down the stairs, making your own weights at home or doing push ups and sit ups.

Come up with some creative, free fitness ideas this week. Remember that playing sports, swimming, biking and other fun activities all count as exercise!

Meatless Monday goes out to eat.

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