



***Look at  
the many  
ways  
Monday  
can work  
for you!***



participating partners



in association with



among many others!

For more information and great resources visit:

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

Or if you have any questions contact us at:

[info@MondayCampaigns.org](mailto:info@MondayCampaigns.org)

Healthy Monday is a project of Columbia University Mailman School of Public Health, Johns Hopkins Bloomberg School of Public Health and Syracuse University Newhouse School of Public Communications

***The  
day all  
health  
breaks  
loose!***



**The Monday  
Campaigns**

**The day all health breaks loose.**

# The Monday Campaigns

The day all health breaks loose.

The Monday Campaigns propose Monday as the day to start and sustain healthier habits every week. A growing network of campus communities, health advocacy organizations, and business and consumer groups are using the Monday motivation idea to further their health messaging, prevention initiatives and sales.



One day a week, cut out meat.

Every Monday, encourage people to choose a meatless option wherever they eat. It's not only good for their health, it's good for the environment.



Recommit to quit.

Most first-time quitters relapse, taking 7-10 times to quit for good. Rather than focus on big days – New Years or birthdays – smokers can use Monday to recommit, celebrate progress, or quit again if they relapse.



Start your week off right: make Monday night family night.

The Kids Cook Monday is a weekly opportunity for families to take health into their own hands. And since the family that cooks together eats together, parents can check in with their children during dinner.



Jump start your week!

The CDC recommends we get 2½ hours of physical activity each week. But for some people an exercise routine is a challenge. Move it Monday encourages people to jump-start their week to stay fit!



The day all health breaks loose.

Healthy Monday can be used as an umbrella over a range of wellness activities, including nutrition, physical activity, stress reduction, sexual health and smoke cessation. By synchronizing health messages on Monday, organizations can create a culture of wellness which motivates people to start the week right.

## What are the Monday Campaigns?

We're a national movement to help Americans start and sustain the lifestyle behaviors that can end chronic preventable disease.

## Why does it matter?

Chronic conditions like heart disease, stroke, diabetes and cancer cause 70% of all deaths in the US. And they are preventable. Also preventable are the resulting billions of dollars in health care costs and productivity losses.

## Why Monday?

Monday is a proven help in starting and sustaining behavioral change..Monday is the day most people start diets, exercise programs, quit smoking and schedule doctor's appointments.



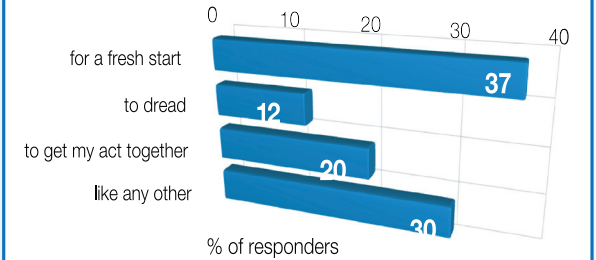
A Monday start increases the likelihood of long-term success with weekly positive reinforcement.

## What do we offer?

We help our associates use the weekly motivation day to move healthy products or services, raise funds, reduce health-care costs, sustain awareness and drive behavior change programs.

We do this by providing, on a case-by-case basis, health-related content, tips and compliance tools, marketing concepts, add-ons to boost media exposure and ready-to-scale programs.

“I see Monday as a day...



FGI study results, 2008

## Who's behind it?

A non-profit organization founded in 2005 in association with Columbia University, Johns Hopkins University and Syracuse University in order to apply marketing best practices to public health challenges.

## Who's with us?

In only a few years the Monday movement has grown to include an impressive array of non-profit organizations, businesses, schools and universities, communities and media outlets.



## What are we looking for?

Associates in health and wellness who can help us help Americans live healthier each week.

## Visit us:

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

## Join us:

[info@MondayCampaigns.org](mailto:info@MondayCampaigns.org)