Healthy Monday Worksite Wellness is part of the Monday Campaigns, a non-profit public health initiative associated with Johns Hopkins, Columbia and Syracuse Universities. Our goal is to make Monday the day that all health breaks loose, in your office, your home or anywhere you want to go!

As a non-profit organization that works to improve longterm public health, we share our research, creative materials and turnkey programs with a free, “open source” approach. Organizations can access and use any of the information and digital media assets we provide on our websites and social media channels. We regularly distribute the latest news, research updates, recipes and promotional material. We work with our academic partners and other cooperating organizations to conduct research on Monday patterns in health behavior and to execute pilot programs that can be replicated more broadly.

All we ask from those who use our materials is that they tell us about their successes and results. We want to use this information to share the health!

**WHY MONDAY?**

Starting on Monday can help your employees maintain healthy intentions for the rest of the week. They’re more likely to start diets and exercise regimes, quit smoking and schedule doctor’s appointments on Monday than any other day. [Research conducted by Johns Hopkins](https://www.mondaycampaigns.org/research) indicates that health promotions utilizing weekly periodicity and the unique cultural associations of Monday to begin the week have the potential to positively affect a range of healthy behaviors.

**MONDAY AT YOUR WORKSITE**

Promoting a “Healthy Monday Reset” can boost the effectiveness of your existing wellness programs and help employees create healthy habits for life. Healthy Monday Worksite Wellness offers companies:

- A weekly platform to synchronize and amplify existing activities including health fairs, screenings and classes.
- Tailored messages and digital tools promoting nutrition, physical activity, stress reduction and tobacco cessation which help employees create and maintain healthy habits.
- Weekly group activities and related promotional material to create a culture of health, like Monday Mile walks and group health challenges.

**SHARE THE HEALTH WITH OUR RESOURCES & TOOLS**

We make it easy for organizations to integrate the Monday concept into their existing health & wellness programs by providing free research, creative materials, case studies and scalable programs. We regularly create fresh content every Monday on our websites and social media, including recipes, health tips and resources that staff can use to live healthier 52 weeks of the year.

Healthy Monday Worksite Wellness offers a range of free health promotion materials that can be used as a package or as a supplement to your company’s existing programs.

- Weekly “Healthy Monday Reset” emails.
- Free content and digital assets to promote nutrition, physical activity, stress reduction and tobacco cessation.
- Weekly updates, information, tips, recipes, guided meditations, videos and animated GIFs.
- Promotional material such as posters, downloadable cards, graphics and exercises.

Want to get Healthy Monday Worksite Wellness started at your company? Contact us: [info@mondaycampaigns.org](mailto:info@mondaycampaigns.org)
The key to health behavior change is to create healthy habits that can be sustained over time.

- Evidence suggests that health is synchronized to the week, with Monday serving as a powerful leverage point in public health promotions to help people stay on track with their health goals.

Monday has a special significance in our culture as the beginning of the week, which influences our mood and health outcomes.

- The 7-day week and the meaning we associate with the days of the week is a social construct, and not based on biological or planetary cycles. Yet a range of negative health outcomes, such as heart attacks and strokes, happen more frequently on Mondays as people transition back to the structured routine of the week.

- While 27% of people report that Monday is the day they experience the most stress, 58% of people see Monday positively, as an opportunity for a “fresh start” and a day to “get my act together.”

There’s a surge in healthy thinking and actions on Monday.

- An analysis of health-related Google searches from 2004-2012 showed a consistent pattern of spikes at the beginning of the week. This pattern was also seen in tobacco-related searches in 6 different languages.

- People are more likely to start diets, exercise regimens, quit smoking and schedule doctor’s appointments on Monday than any other day.

- People call tobacco quitlines more on Mondays than other days.

Engaging in healthy behaviors on Monday helps people sustain healthy behavior throughout the week.

- Dieters have greater long term success if they use Monday as a “reset” day to get back on track. Most dieters indulge and gain some weight back over the weekend. Research shows people that get back on track with their weight loss regimens at the beginning of the week are better able to maintain progress over time.

- People report that starting the week off with exercise, healthy eating, good stress management, and a positive attitude keeps them on track throughout the week.

Taking small steps that build over time can help people sustain healthy behavior.

- Periodic, frequent messages have the potential to improve a range of health behaviors.

- 82% of people say that taking small steps rather than doing everything at once makes it easier to achieve their health goals.

Monday provides a social context for change because people are together as they return to the structured routine of work and school.

- 40% of people say it’s easier to achieve their health goals if they join with family, friends and co-workers.
**Meatless Monday**

Meatless Monday is a simple way for people to cut down on their meat consumption. Going meatless one day a week can reduce the risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes and obesity. It can also help limit people's carbon footprint and save resources like water and fossil fuel.

Meatless Monday is now offered in a wide range of settings including restaurants, schools, corporate cafeterias and hospitals across the U.S. and in over 36 countries around the world. Recent research indicates that 43% of Americans are aware of Meatless Monday. Of those aware of the campaign, 35.8% said the campaign influenced their decision to cut back on meat and over two thirds of that same group reported eating more fruits and vegetables as a result of Meatless Monday.¹

---

**Healthy Monday**

Healthy Monday is an umbrella campaign that encompasses a range of health initiatives. Healthy Monday programs have been implemented in workplaces, campuses and communities as well as through weekly online and social media messages. Wellness directors and organizations such as the Cincinnati Department of Health use our toolkits and distribute weekly health tips through websites, email, mobile messages and social media.

---

**Quit and Stay Quit Monday**

Quit and Stay Quit Monday encourages smokers to use Monday as their day to quit, celebrate progress and quit again if they relapse. The average smoker takes 8-11 times to quit, so weekly messages have the potential to reduce relapse and decrease time between quit attempts. Organizations like the National Cancer Institute’s (NCI) smokefree.gov and the Johns Hopkins Institute for Global Tobacco Control use our free Monday tips, texts and social media to increase weekly engagement in cessation programs to help smokers quit for good.

---

**Move it Monday**

Move it Monday encourages people to take small steps each week to become more physically active. The city of Syracuse launched a Move it Monday program in Fall 2012 which includes Monday Mile walks throughout the city. In the summer of 2013, the Monday Mile in Harlem was featured in an ABC-7 New York segment that made its way into taxi TVs across the city.

---

**Man Up Monday**

Man Up Monday is designed to encourage young men to get STD and HIV/AIDS tests. Planned Parenthood piloted the program in Virginia and saw a 200% increase in men getting tested. Since that pilot, universities in New York, Kentucky and Missouri have also launched Man Up Monday campaigns along with a number of clinics around Nebraska.

---

**The Kids Cook Monday**

The Kids Cook Monday provides a weekly opportunity for parents and kids to cook and eat together. The Kids Cook Monday website and social media program feature weekly kid-friendly recipes and tips for parents, as well as comprehensive resources for educators developed with the help of Columbia Teacher’s College in NY.

---

**DeStress Monday**

DeStress Monday addresses the growing concern of stress and its impacts on mental and physical health. The DeStress Monday campaign encourages people to utilize proven stress management techniques at the start of the week such as mindfulness, breathing and physical activity in order to set a positive tone for the week. Schools and hospitals have implemented Mindful Monday and Monday Meditation programs as part of an overall wellness programs for students and employees.


ii FGI Research (2014). Online panel of 1,000 respondents.


vi Unpublished data gathered from NY-based gyms and the Johns Hopkins recreation center.

