

The Monday Campaigns – Program Implementations

Introduction

The Monday Campaigns (TMC) are non-profit public health initiatives, developed in association with Johns Hopkins, Columbia and Syracuse universities. The campaigns dedicate the first day of every week to health, and provide free, evidence-based resources that focus on starting and sustaining healthy behaviors every Monday to improve nutrition, physical activity, quitting smoking and stress management.

This document summarizes relevant implementations of TMC's health and wellness campaigns. These examples reveal ways in which TMC's campaigns could be used in different settings, but they are not the only model of implementation.



www.meatlessmonday.com



www.mondaycampaigns.org/healthy-monday/



www.moveitmonday.org



www.iquitmonday.org



www.destressmonday.org

Value of Leveraging The Monday Campaigns

There are many great reasons to bring TMC's initiatives to your organization or community, and below are just a few to consider.

- Fresh content every week. TMC initiatives regularly produce new creative material that can be used to motivate audiences every Monday and help sustain healthy behavior over time.
- Evidence-based approach to start the week healthy. Our team collaborates with experts from Johns Hopkins, Columbia and Syracuse universities to deliver information and recommendations that leverage best practices and current research.
- Free materials to help increase engagement. All materials produced by TMC are free and can easily be distributed every Monday to encourage audiences to use your organization's existing services and programs.
- Capitalizes on the day when people are most engaged. Studies show that people are most engaged and most likely to access health resources early in the week.
- Creates opportunities to evaluate engagement and behavior change. Using the unique Monday concepts allows organizations to observe how their audience's responses and intentions change with weekly cues.

If you are interested in learning more about how our health and wellness initiatives can be used to support your program and benefit your audiences, please contact info@mondaycampaigns.org or 212-726-9161.



CAMPAIGN OVERVIEW:

[Meatless Monday](#) (MM) was the first campaign launched by The Monday Campaigns in 2003, and has evolved into a global movement that's been adopted in more than 40 countries. The campaign encourages people to start each week eating meatless meals, with the intention that they develop a more long term practice that can improve their health and the health of the planet.

LEAD COLLABORATIVE PARTNER(S):

Bedford 2020, a community organization focused on reducing greenhouse gas emissions.

LOCATION:

Bedford, New York, and surrounding communities.

IMPLEMENTATION DESCRIPTION:

Meatless Monday partnered with Bedford 2020 to launch a city-wide implementation to educate residents about the effect of meat consumption on the environment and health, and persuade them to practice Meatless Monday for a 12 week period. Bedford 2020 dedicated an area of their website to share educational and promotional information about MM, produced and distributed a weekly newsletter, and also solicited online pledges for those dedicated to doing MM.

Working with Bedford 2020, MM delivered training to the leadership team of Bedford 2020 as well as a group of volunteers, supplying them with everything from educational fact sheets, designed posters and fliers, digital and social media graphics and links to more detailed information on the MM website.

Through activation of the volunteer network, we were able to achieve greater distribution of information and create channels to gather information about the campaign's effect in the community. As a result, hundreds of community members, representing heads of households as well as leaders of organizations, pledged to go Meatless Monday, and also encouraged others to participate.

OUTCOMES/SUGGESTED FUTURE APPLICATION:

This example can potentially function as a model for engaging an entire city in adopting the Meatless Monday practice. Such an implementation does require an organization that's highly motivated and can activate a dedicated group of people who will invest the energy to spread information, and encourage different purchasing decisions. Supplying Bedford 2020 leadership and the community volunteers with persuasive MM materials and training them in their use has been a key component in generating a high level of awareness and hopefully, inspiring a change in behavior.

Preliminary data shows promising results that indicate the effectiveness of MM messaging as well as improved knowledge about the effects of meat production and consumption. Greater awareness of the MM campaign and indications that residents are making a more long-term commitment to reducing the amount of meat they eat has also been reported.

meatlessmonday.com

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CAMPAIGN OVERVIEW:

[Healthy Monday](#) gives people an easy way to start the week with a fresh and healthy mindset using a weekly “reset” practice. The reset practice can be done on its own or in combination with other materials distributed through the weekly Healthy Monday newsletter. Healthy Monday offers worksites, schools, and other organizations opportunities to incorporate Monday insights and concepts into their own wellness efforts.

LEAD COLLABORATIVE PARTNER(S):

New York-Presbyterian/Columbia University Medical Center (NYP/CUMC) - Center for Comprehensive Wellness; Pediatric Oncology Department.

LOCATION:

New York, New York

IMPLEMENTATION DESCRIPTION:

In collaboration with the NYP/CUMC teams, we designed a 12-week program of Healthy Monday practices to support nurses working in the pediatric oncology department. Their interests included reducing stress, developing healthy eating habits and integrating more physical activity outside of the movement that was already part of their work routine.

A dedicated member of the nursing/wellness staff was the internal lead for the program, and acted as a liaison with the Healthy Monday team and the nurses to ensure consistency across messaging and channels. The implementation was coordinated with weekly interventions across in-house media, including weekly classes coordinated with in-house professional staff, video monitor visuals, signage throughout nurse work areas, weekly newsletters that corresponded to the class topics, and an evergreen “DeStress Monday SOS” website page where nurses could access quick exercises to reduce stress on-the-fly.

OUTCOMES/SUGGESTED FUTURE APPLICATION:

Nurses have been highly engaged in the program and feedback indicates that they have learned new skills and independently maintained the promoted health behaviors. From the initial response to this original pilot, we are extending the program to a wider population of nurses at NYP/CUMC, with a vision to expand the program to all clinical staff at the hospital in the near future.

All assets provided within this program have been delivered to nurses in a hospital work setting, but because Healthy Monday materials are designed with a general consumer audience in mind, the program can easily be adapted for use in a variety of professional environments.

mondaycampaigns.org/campaigns/healthy-monday

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CAMPAIGN OVERVIEW:

[Move It Monday](#) encourages people of all fitness levels and ages to kick off the week with physical activity by offering simple tips and inspiration every Monday to incorporate into their weekly routines. Move It Monday's feature activity, the [Monday Mile](#), is a fun way for people to enjoy the positive health benefits of walking or jogging while socializing with others.

LEAD COLLABORATIVE PARTNER(S):

- Healthy Monday Syracuse, an initiative that leverages The Monday Campaigns' weekly prompts and programs to support Syracuse audiences in starting and sustaining healthy behaviors.
- Syracuse City and County Parks Departments, agency that provides recreation for city residents.
- Syracuse Department of Public Works, agency that manages city maintenance in Syracuse.
- Fitness Inclusion Network, a collaborative, cross-institution initiative that develops innovative ways to promote and support inclusive fitness for children and adults.

LOCATION:

Syracuse, New York

IMPLEMENTATION DESCRIPTION:

Move It Monday maintains an ongoing partnership with Healthy Monday Syracuse to leverage the Move It Monday/Monday Mile concept in their communities. This led to an effort to support the health of the Syracuse community with the Onondaga County Executive's office and office of the Mayor of Syracuse issuing a joint proclamation in 2012 that henceforth September 10th would be recognized as "Move it Monday Day".

Gathering support of community leaders and partnerships with both City and County Parks departments as well as the Syracuse Department of Public Works provided a platform to introduce the Monday Mile locally. Move It Monday resources and signage were customized by Healthy Monday Syracuse and partners to engage different communities. Permanent signs were installed to identify the routes and provide distance markers and directional arrows to make it easy for community members to navigate.

OUTCOMES/SUGGESTED FUTURE APPLICATION:

There are 18 one-mile walking routes throughout Syracuse and Onondaga county, and growing. Partners have seen a high-level of engagement with these permanent routes that community members can use at any time. This model shows that the Move It Monday/Monday Mile concept can be an effective mechanism to engage communities and promote physical activity.

The concept and resources provided to Healthy Monday Syracuse and other community partners were key to getting leadership buy-in, building valuable relationships and ultimately influencing behavior change among their audiences. Organizations dedicated to promoting physical activity and preventing negative health outcomes related to inactivity can replicate this model for their communities with the support and materials provided by Move It Monday.

moveitmonday.org

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CAMPAIGN OVERVIEW:

[Quit & Stay Quit Monday](#) helps enhance and support existing smoking cessation programs by providing widely accepted strategies and guidance to support quitting smoking. Its materials and content can be used by smoking cessation programs and health professionals as a complementary tool to help smokers quit or recommit to quitting smoking.

LEAD COLLABORATIVE PARTNER(S):

Harford county Maryland health department

LOCATION: Harford, Maryland

IMPLEMENTATION DESCRIPTION:

Quit & Stay Quit Monday partnered with Harford county Maryland health department to conduct a pilot within their program that provides 6-8 week group smoking cessation programs to help smokers in their community quit smoking. We worked with them to leverage the Quit & Stay Quit Monday concept and its materials to provide an enhanced opportunity for smokers trying to quit. The health department marketed the program through fliers and advertisements on their website to help spread the word.

During this implementation, smokers participating in the Monday-oriented counseling services:

- Met on Mondays as a group
- Received a Quit & Stay Quit Monday pamphlet explaining the Monday concept, a Quit & Stay Quit Monday Mantra card to keep with them as a reminder of their quit journey, and were encouraged to identify a quit buddy and check-in with them on Mondays.

Quit & Stay Quit Monday, in collaboration with Harford's health department, also provided training and guidance to the facilitators of the Monday-oriented sessions to ensure they had the capacity and tools to reinforce the Monday concept with their existing course curriculum. During the implementation, facilitators referenced the Monday concept and offered a Monday 'tip of the week' both during the sessions and via email.

OUTCOMES/SUGGESTED FUTURE APPLICATION:

Smokers receiving the Monday-oriented sessions reported a higher self-efficacy of quitting, rated their programs as more helpful in quitting smoking, and were more likely to rate quit buddies as very helpful. These encouraging results from this implementation indicate that Quit & Stay Quit Monday's concept and materials may enhance or improve smoking cessation programs.

Organizations providing smoking cessation services can leverage this model to support smokers in their communities to quit. Quit & Stay Quit Monday can provide training and materials to guide facilitators or health professionals in using the Monday concept to ensure seamless integration into an existing program's structure.

iquitmonday.org

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CAMPAIGN OVERVIEW:

[DeStress Monday](#) helps people make a positive start each week, and supports them in reducing stress throughout the week. The campaign provides helpful, evidence-based stress reduction tools and resources distributed through our website, social media and our weekly newsletters. These free assets are available for individual use as well as for companies, hospitals and schools and other organizations to integrate into their programming.

LEAD COLLABORATIVE PARTNER(S):

Baltimore City Schools, Johns Hopkins Bloomberg School of Public Health, Johns Hopkins School of Medicine

LOCATION:

Baltimore, Maryland

IMPLEMENTATION DESCRIPTION:

In collaboration with faculty from the Johns Hopkins Bloomberg School of Public Health and School of Medicine, we designed a 9-week program of DeStress Monday practices to support teachers in the Baltimore City School system. Faculty coordinated focus groups with teachers to assess their stress management needs, and also conducted a survey composed in collaboration with the DeStress Monday team to establish a baseline for their stress levels.

The resulting implementation included a customized section on the DeStress Monday website, featuring the curriculum applicable to teachers themselves as well as for their students in a classroom setting. A customized introduction video was produced to give teachers an overview of the program, and additional videos and audio meditations were also created to share simple, guided practices.

Teachers were sent a weekly email newsletter that outlined each practice and pointed back to the website and video content to add more depth to their understanding of each practice. A post-program evaluation was conducted to assess whether teachers experienced lower stress levels and improved self-efficacy.

OUTCOMES/SUGGESTED FUTURE APPLICATION:

Early feedback indicates that teachers have used new skills and independently maintained the promoted techniques, and the program shows promise in helping improve teachers' stress levels. From the initial response to this original pilot, we are extending the program to a new group of teachers in Baltimore, with a vision to further refine and make the program available to teachers across the country.

While all assets provided within this program have been delivered to teachers in K-12 schools, the program is flexible enough for general consumers and can easily be adapted for use in a variety of professional environments.

destressmonday.org

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