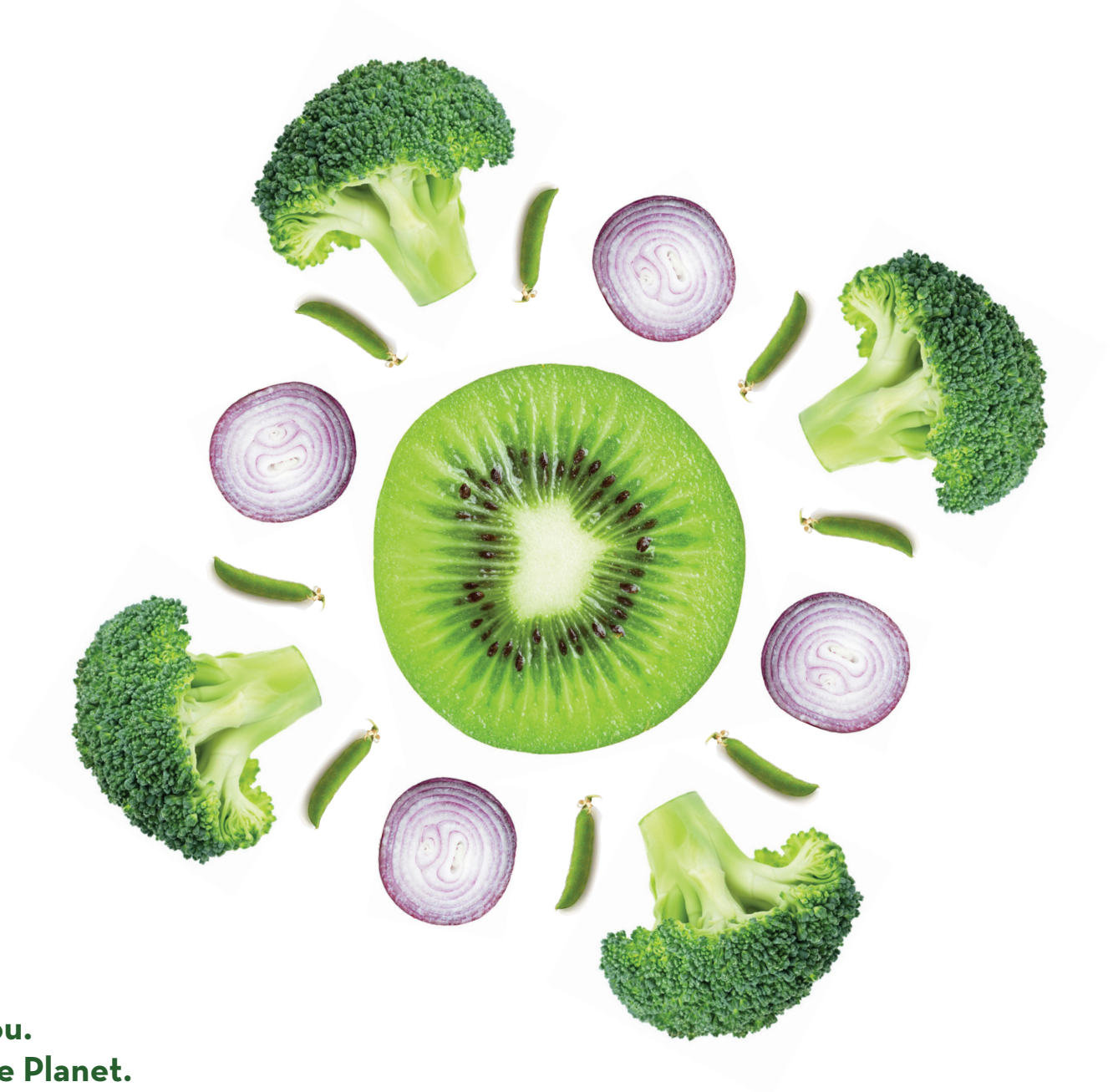


How to Get Meatless Monday

Going at a
Hospital



**MEATLESS
MONDAY**

Good for You.
Good for the Planet.

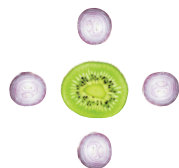
Get Meatless Monday Going at a Hospital

Leading hospitals are offering **Meatless Monday** and making a significant difference in their employees' health and the health of our planet.

[Meatless Monday](#) is a global movement in over 40 countries and 22 languages. Choosing to go Meatless Monday can help fight diseases, reduce the risk of diabetes, and improve heart health. It also conserves land, reduces greenhouse gas emissions, saves water, and saves energy.

We greatly appreciate your interest in creating awareness and adoption of Meatless Monday.

If you have any questions, please get in touch at: Info@MeatlessMonday.com



Benefits of Adding Meatless Monday to a Hospital Foodservice:

There are many compelling reasons to add Meatless Monday to a hospital menu. Use these talking points to build enthusiasm and strong support. Meatless Monday:

- **Demonstrates a commitment to healthcare.** By providing more plant-based choices on the menu, it shows dedication to helping people live [healthier lives](#).
- **Reduces environmental impact.** Decreasing meat consumption one day a week results in a significant reduction of [carbon and water footprints](#).
- **Projects a leadership role.** Meatless Monday places a hospital at the forefront of promoting a healthier, more sustainable food system.

- **Meets growing demand for plant-based dishes.** [National trends](#) show that people are seeking meatless meals more often.
- **Provides more choice for greater diner satisfaction.** Meat can stay on the menu while plant-based options are promoted on Monday.
- **Saves money.** [Recent reports](#) indicate that plant-based foods may have more predictable prices and may cost less.

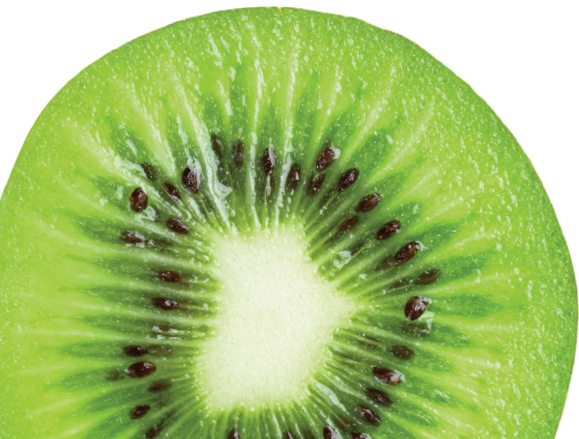


Who's Doing It?

Interest in Meatless Monday has never been higher. Now is the best time to introduce Meatless Monday to hospital employee and retail cafeterias. Diner demand for vegetarian and vegan options continues to surge and hospital personnel are particularly interested in discovering new, healthy plant-based dishes.

United States: [NewYork-Presbyterian Hospital](#) launched a Meatless Monday menu in its cafeterias.

Global: In [Singapore](#), Meatless Monday is making new inroads with hospitals, campuses, and eateries by offering more meatless meals as healthier options.



Info@MeatlessMonday.com

Sample Email to Reach Out to Hospital Administrators and Leaders

(Here's an example of an email or letter you can use to get in touch with hospital decision makers. Feel free to cut and paste as well as customize it.)

Dear [NAME]

I'd like your help in launching a Meatless Monday initiative in your hospital cafeterias. This effort will advance the hospital's mission to help patients, employees, and visitors enjoy better lives by providing menu choices that are healthier and more sustainable.

Meatless Monday is a science-based public health initiative associated with the Johns Hopkins Bloomberg School of Public Health. Its goal is to reduce the incidence of chronic preventable diseases by encouraging less consumption of meat and more consumption of plant-based foods. By adopting Meatless Monday, you can:

Demonstrate industry leadership. You'll be joining hundreds of other forward-thinking hospitals, restaurants and foodservice operations that are taking an active role in a healthier and more sustainable food system.

Show commitment to staff and visitor health. More plant-based choices on the menu means helping people live [healthier lives](#).

Reduce environmental impact. Decreasing meat consumption just one day a week results in a significant reduction of your hospital's [carbon footprint](#).

In short, Meatless Monday features dishes made without meat each Monday. Items with meat would still be offered on Mondays; simply highlight healthier, meatless options. Please help me promote this health initiative to your staff and in your cafeterias to encourage better choices.

Please let me know if you'd like to meet to discuss Meatless Monday in further detail. Thank you for your consideration.

Sincerely yours, (SIGNATURE)

MeatlessMonday.com

[#MeatlessMonday](https://twitter.com/MeatlessMonday)

Talking to Your Foodservice Leaders

Meatless Monday doesn't mean meat can't be served on Monday - it can!

Simply promote the meatless items and dishes you already offer as preferred choices or create new ones for Meatless Monday – but continue to provide the meat and seafood options on the menu.

Meatless Monday offers free assets and a detailed Hospital Foodservice Implementation Guide. [Download it now](#) and share it with your hospital foodservice management.



Thank you.

Stay positive and persistent and please keep us posted on your efforts!

Follow us on social



About Meatless Monday

Meatless Monday is a global movement with a simple message: one day a week, cut the meat. It can make a big difference in our personal health and the health of the planet.

Excessive consumption of red and processed meat has been linked with a variety of chronic diseases, including heart disease, type 2 diabetes, obesity and cancer. In comparison, substituting plant-based foods for meat has been shown to reduce these health risks, resulting in a better quality of life and increased longevity.

Raising livestock for our current level of human consumption requires an extraordinary amount of resources and takes a devastating toll on our planet. Meatless Monday helps conserve land, reduce greenhouse gas emissions, save water, and save energy.

Meatless Monday is a non-profit initiative of [The Monday Campaigns](#), working in collaboration with the [Center for a Livable Future](#) (CLF) at the Johns Hopkins Bloomberg School of Public Health.