

Getting Healthier One Monday at a Time

The Healthy Monday Program Guide

THE
HEALTHY
MONDAY
REFRESH

THE HEALTHY MONDAY REFRESH

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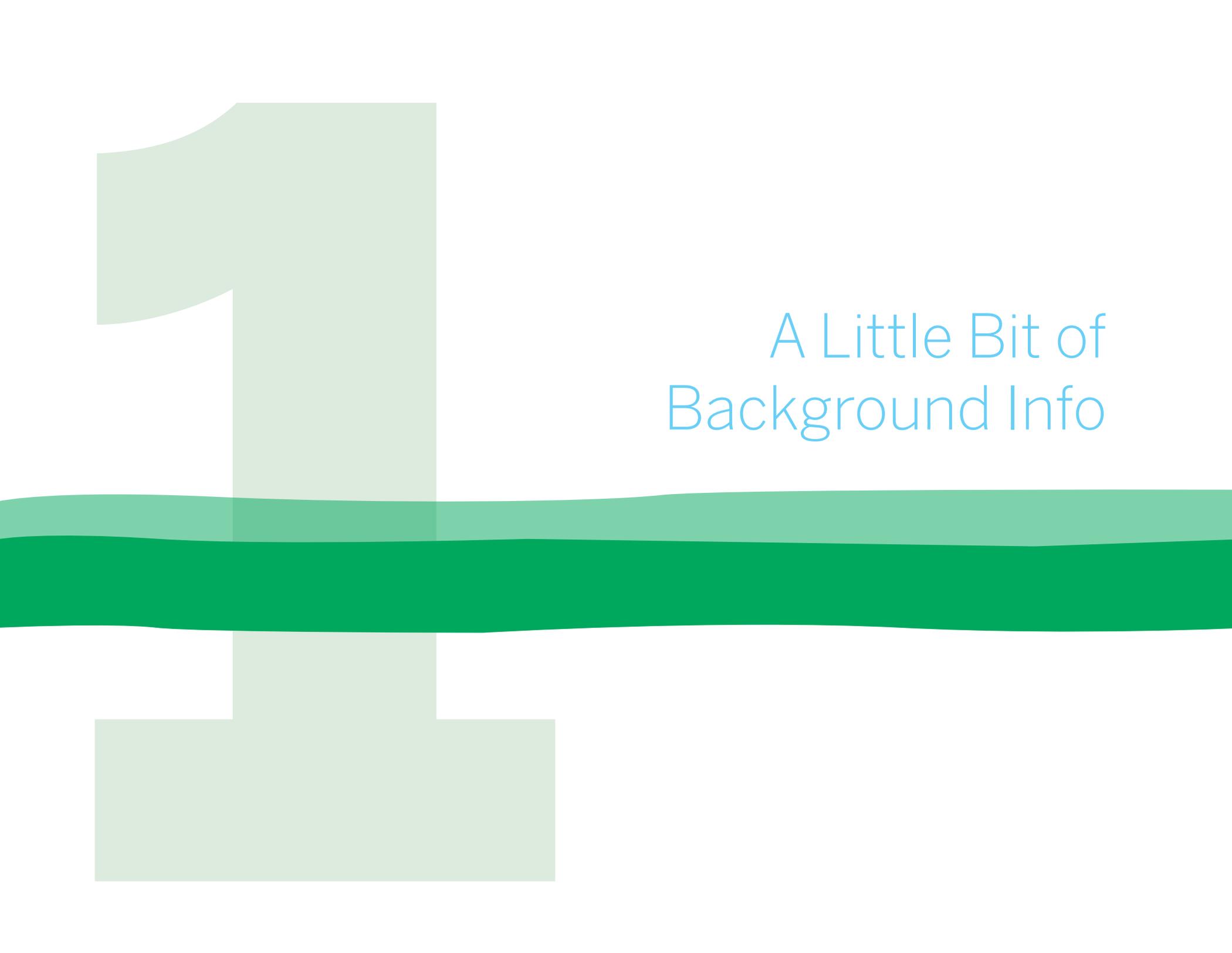
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A Little Bit of Background Info

The Monday Effect:

A Way to Start and Stay Healthy

THE GOALS OF THIS PROGRAM.

A healthy organization needs to have healthy employees. This program is designed to improve the health, well-being and quality of life of everyone in the organization.

Some of the changes our programs have influenced:

- Greater awareness and knowledge of health practices.
- More frequent participation in healthy activities.
- Greater job engagement.

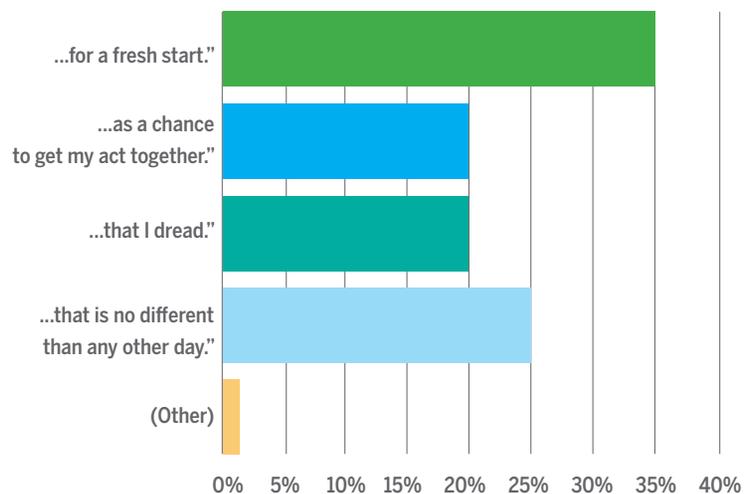
The goal of this program is to create happier, more productive teams and employees, by supporting them with recommended activities that reduce stress, increase physical activity, and improve diet.

WHY MONDAY?

Good question. Research shows that people view Monday as a day for a fresh start and are more likely to start healthy activities like diets, exercise and stress management regimens on Monday than any other day. Starting the week healthy helps end the week healthy.

Monday is a fresh start.

"I see Monday as a day..."

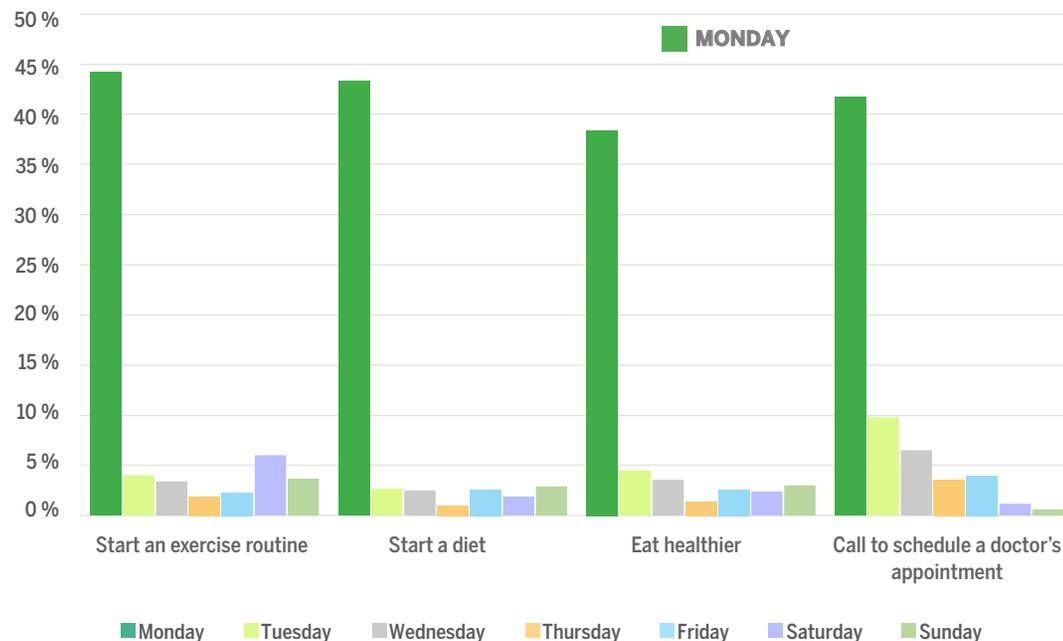


People choose Monday as the day to start healthy habits.

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

There's an upsurge of healthy intentions on Monday.

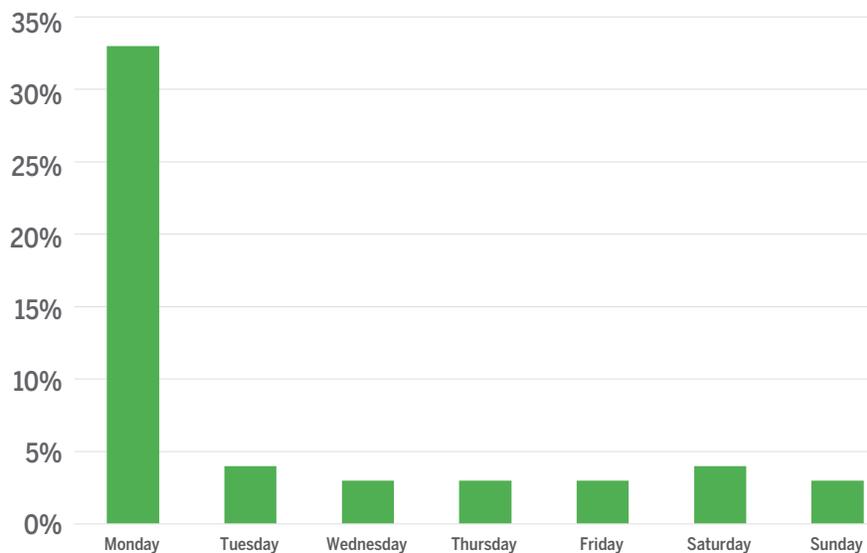
"What day of the week are you most likely to...?"



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

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.

Those who said quitting smoking was relevant for them described Monday as the day they'd choose to quit.

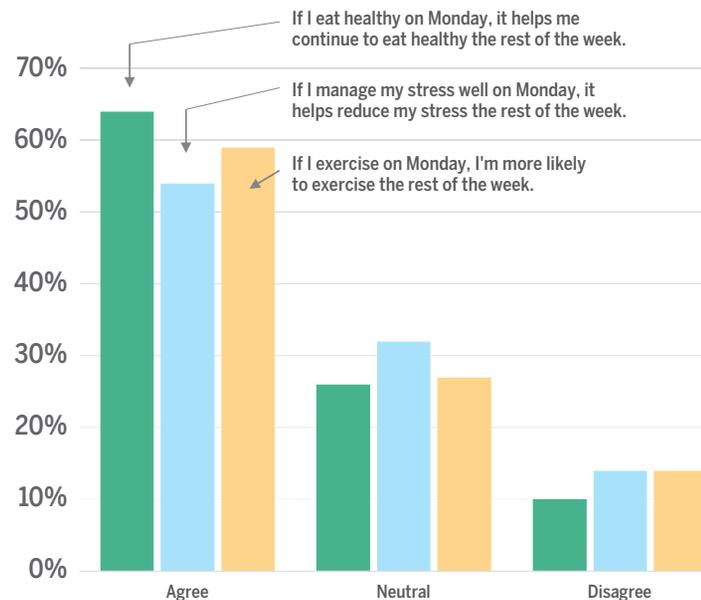


The day tobacco quit lines receive the most calls is Monday.

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 six different languages.)

Monday helps people sustain healthy behaviors.

Does Monday affect your intentions for the rest of the week?



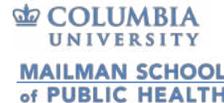
The Healthy Monday Movement:

How It All Started

It's often a challenge to provide engaging programming that keeps employees healthy. The Healthy Monday Program was designed to not only help organizations empower their employees to get healthier, but also to help the employees themselves practice healthy habits. The goal is to reduce stress and improve one's overall health and wellness. It works because it uses Monday as the day to bring a fresh start to every week, a technique shown to improve results (see previous section for more detail).



By collaborating with highly respected academic institutions like Johns Hopkins, Columbia, and Syracuse Universities, we ensure our curriculum is credible and scientifically sound.



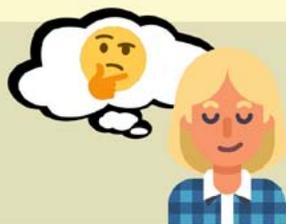
A full scale "Healthy Monday Program" was piloted at Columbia University Irving Medical Center (CUIMC)/ New York-Presbyterian (NYP) Hospital. It lasted a total of 24 weeks, over two 12-week phases. Using learnings from this pilot, we were able to design a modular program that can be customized according to different organizations' needs.



The pilot program was originally designed to support the nursing staff (Nurse Practitioners and Registered Nurses) of the Division of Pediatric Hematology, Oncology and Stem Cell Transplant in the pediatric outpatient clinic.

THIS MONDAY, REFRESH YOUR INTENTIONS

Begin the week with a fresh start and an open mind.
Follow these steps to set positive intentions for the week ahead
and give yourself a positive push every day!



1. ASSESS YOUR STATE OF MIND

Take a few deep breaths to center yourself. Check in on your feelings. What needs a positive change?



2. LET GO

Identify what causes you stress – and let it go. Visualize your stressors, then watch them disappear.



3. SET YOUR INTENTION

Choose a positive way to drive your week: Be caring. Be a good listener. Be confident.



4. REFRESH THROUGHOUT THE WEEK

As the week progresses, remind yourself periodically to keep following your intention.

**DE STRESS
MONDAY**

Although NPs and RNs spend their careers providing quality health care to patients, they often struggle to focus on their own self-care. So, the Healthy Monday team thought that they would be the perfect group to help in addressing their personal needs.

Before the program was launched, a pre-evaluation survey was given to all participating nurses. Another survey was conducted at the end of the program to understand changes in the staff's health routines.

The Healthy Monday Program model outlined in this document can be used exactly as presented, or, if your organization has slightly different needs and resources, you can develop your own options from this foundation to build a program focusing on specific behaviors. Just select materials from any of The Monday Campaigns initiatives described on pages 10 and 11.

The Monday Campaigns:

What We're All About



As our research shows, people view Monday as a day for a fresh start and a day to start healthy activities like diets, exercise and stress management regimens.

This is why The Monday Campaigns promotes Monday as “The Day All Health Breaks Loose” and encourages people to use this weekly cue to maintain a healthy lifestyle.

A health regimen can mean different things to different people. This is why we have several programs geared toward several practices for getting healthy.

This Healthy Monday Program reflects a combination of The Monday Campaigns’ concepts, and shows how they’re flexible enough for organizations to select the healthy behaviors most important to the audiences they serve. Our programs were created in collaboration with academic institutions including Johns Hopkins University, Columbia University and Syracuse University, as well as core institutional partners. Our content design is original and prepared with input from academic and industry experts.

Each of The Monday Campaigns’ concepts offers an extensive portfolio of assets that can be delivered every Monday throughout the year. From unique graphics, to practical activities to videos and animated content, each of these assets was created to encourage healthy behaviors that can help improve long term health, and prevent chronic disease.





Meatless Monday –
meatlessmonday.com

A global movement with a simple message: cut out meat one day a week. Meatless Monday's goal is to reduce meat consumption by 15%, which is good for you and good for the planet. Launched in 2003 in association with Johns Hopkins Bloomberg School of Public Health, Meatless Monday is now embraced in more than 40 countries.



Destress Monday –
destressmonday.org

Offers ways to start each Monday with a positive attitude and a more relaxed body to help reduce stress throughout the rest of the week. We provide tools to help you become more mindful, positive, and balanced. After all, you can never have too little stress.



Move It Monday –
moveitmonday.org

Encourages people of all fitness levels to kick off the week with physical activity. We provide simple workouts, tips and inspiration for individuals, work sites, schools and communities to help them move more. The program considers all abilities and fitness levels. Whether you're just getting started or are already a workout fanatic, Move It Monday has something for you.



Quit & Stay Quit Monday –
quitmonday.org

Our smoking cessation concept enhances any program to help smokers quit, re-quit, or maintain their efforts to quit smoking. It can be used by individuals or counselors, or integrated into existing tobacco cessation programs. It's a whole community of people quitting smoking.



The Kids Cook Monday –
thekidscookmonday.org

Designed for families to set aside Monday night for cooking and eating together. We provide family-friendly recipes and video demonstrations, along with a free starter family dinner toolkit.



Caregiver Monday –
mondaycampaigns.org/campaigns/caregiver-monday

Provides caregivers tips and practices to set aside time every Monday to focus on their own health. 67% of caregivers prioritize the health of the family member they're caring for ahead of their own. This program helps them establish more balance.

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Some Details About the Program

Intended users of The Healthy Monday Program:

Organizations



Hospitals. Our original pilot program was created for nursing staff, but we recognize the different roles and needs of other departments in a medical facility. For instance, administrative personnel have different schedules and worksites than nurses. The program is easily adjusted to work for the various roles at a hospital.



Corporate offices. When you customize the program for a corporate office, addressing stress, lack of physical activity, and making poor food choices are often a priority. Corporations appreciate the flexibility of the program and have received favorable responses after introducing the Healthy Monday Program.



K-12 Schools. (school-based health centers, public school students and staff). The theme for this group is usually “educating the educators” to encourage healthy behavior. K-12 teachers and administrators can learn about healthy practices and extend this knowledge to their students. Schools are an ideal environment to provide support for everyone to make healthier choices and start practicing healthy behavior.



Colleges and universities. Groups in these settings often experience unique issues. Students are constantly managing the stress of getting good grades as well as trying to eat healthier on a budget. For faculty and administrators, there is never enough time in the day to juggle all of their duties. We help participants find solutions to build a healthy routine, on- and off-campus.



Community organizations. Promoting effective community-wide health initiatives has become a top priority for organizations who focus on people living in cities, counties, and states. A Healthy Monday Program can help create a culture of wellness in communities by making Monday a way to start the week by doing something healthy. Your group can help encourage members to participate in Healthy Monday activities to decrease the risk of chronic, preventable diseases in the community.

What You Can Expect:

A Sample Program



The schedule listed below shows a sample of a health and wellness program that your organization would conduct. The actual program would be customized dependent on the resources of the hosting organization. This one was geared toward professionals in the health and medical fields.

Phase 1:

As a first step, you can prepare a newsletter using Healthy Monday materials, including links to articles and resources pertaining to the weekly practice. Then, if your organization has appropriate resources, offer workshops and classes to enhance the program. If you don't have in-house resources, consider if you can solicit offers and discounts... to nearby yoga studios, healthy restaurants or local gyms. Doing activities as a group can help improve motivation, and boost morale among participants, too!

This is a simple outline of a suggested weekly curriculum with links to videos and online articles that support that week's theme:

THEME

Week 1 - Launch! Introduction to Healthy Monday Refresh – Destress, Meatless, Move It Monday

- Breakfast – to introduce the program and extra-curricular activities.
- [Content for your newsletter](#)

Week 2 - Setting Intention – Destress Monday

- Wellbeing Coaching (on-site and tele-coaching)
- Cognitive Behavior Therapy Lecture
- [Content for your newsletter](#)

Week 3 - Generating Positive Feelings – Destress Monday

- Wellbeing Coaching (on-site and tele-coaching)
- [Content for your newsletter](#)

Week 4 - Tension Relief - Deep Breathing – Destress Monday

- Optional Meditation Workshop
- Chair Massage
- [Content for your newsletter](#)



THEME

Week 5 - Meatless Monday – Meatless Monday

- Meatless Lunch Samples
- Optional Cooking Class
- [Content for your newsletter](#)

Week 6 - Fitness Challenges – Move It Monday

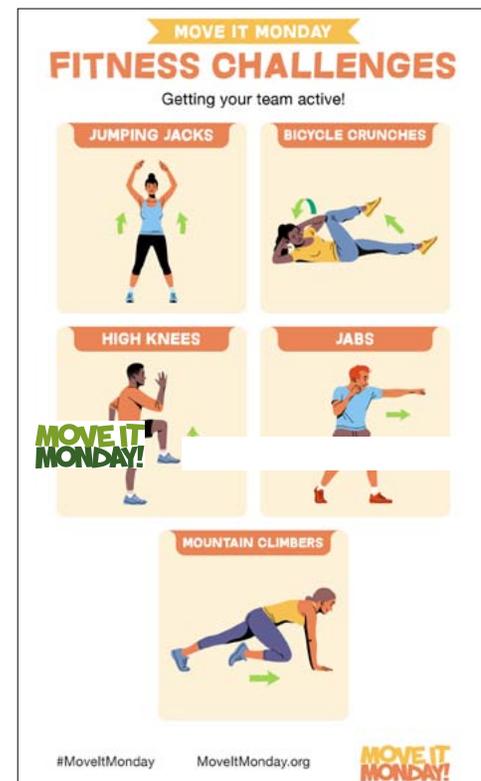
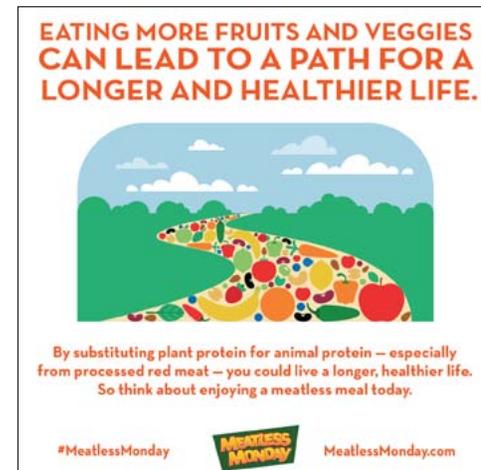
- Weekly Fitness Challenges
- [Content for your newsletter](#)

Week 7 - Yoga | Sun Salutations – Move It Monday

- Optional Yoga Class
- Fitness Promotions
- [Content for your newsletter](#)

Week 8 - Mindful Monday – Destress Monday

- Wellbeing Coaching (on-site and tele-coaching)
- Optional Mindfulness Workshops
- [Content for your newsletter](#)



THEME

Week 9 - Burn Calories, Not Toast – DeStress Monday, Move It Monday

- Walking Meditation
- Fitness Promotions
- Content for your newsletter

Week 10 - Powering Down – DeStress Monday

- Wellbeing Coaching (on-site and tele-coaching)
- Cognitive Behavioral Therapy Lecture
- Content for your newsletter

Week 11 - Boosting Energy – Move It Monday

- Optional Dance Class
- Fitness Promotions
- Health Club Discounts
- Content for your newsletter

Week 12 - Self-care – DeStress, Meatless, Move It Monday

- Post Survey - Wrap-Up Party
- Content for your newsletter



Phase 2:

Phase Two is structured with the understanding that participants now have built the foundation of health knowledge and possibly even established a regular weekly Monday routine. It expands on Phase One's education and includes video tutorials and practices components so members can learn directly from the experts. By the end of the Phase Two, participants will have learned how to create simple regimens that can help steer them toward a healthier lifestyle.

THEME

Week 1 - Setting Goals & Intentions, Breaking Bad Habits – Motivation Monday

- Video Expert: Dara M. Steinberg, Ph.D.
- Demo: Cognitive Behavior Therapy
- [Content for your newsletter](#)

Week 2 - Positive Emotions, Letting Go & Calming + Visualizations – Mindful Monday

- Video Expert: Ian J. Sadler, Ph.D.
- Demo: Meditation & Guided Imagery
- [Content for your newsletter](#)



Week 3 - Positive Associations, Gratitude – Mindful Monday

- Video Expert: Deborah Hughes Ndao, MPH
- Demo: Mindfulness Exercise
- [Content for your newsletter](#)

Week 4 - Managing Anger & Irritability – DeStress Monday

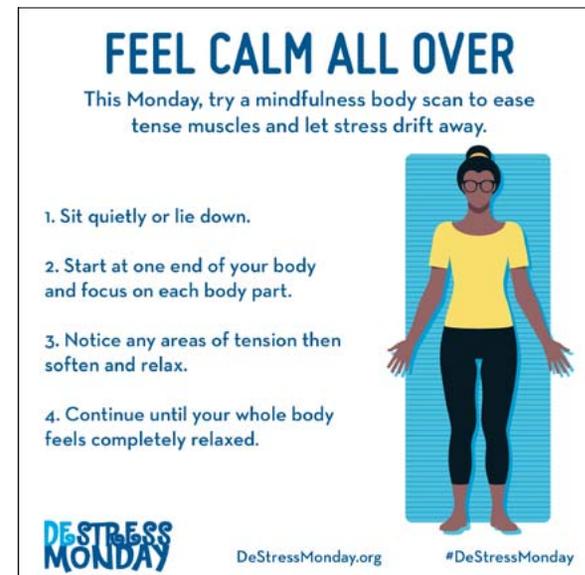
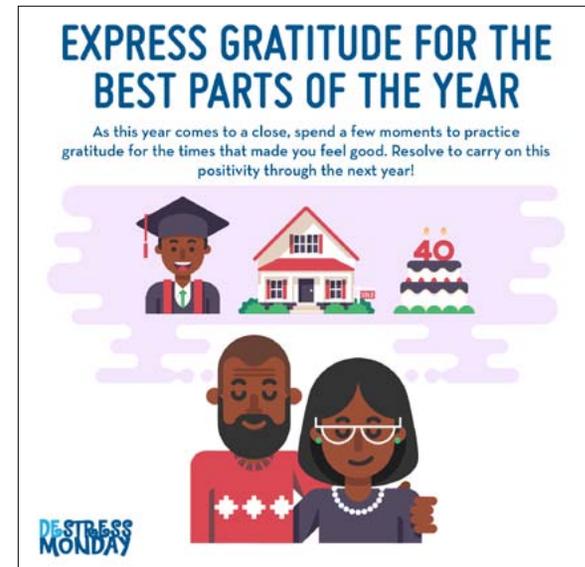
- Video Expert: Ian J. Sadler, Ph.D.
- Demo: Cognitive Behavior Therapy
- [Content for your newsletter](#)

Week 5 - Dealing With Burnout – DeStress Monday

- Video Expert: Pooja Amy Shah, MD
- Demo: Sleep Awareness Tips
- [Content for your newsletter](#)

Week 6 - Body Scan – Mellow Out Monday

- Video Expert: Missy Hall, MA, LCAT, MT-BC
- Demo: Heart Math Body Scan With Music therapy Workshop
- [Content for your newsletter](#)



Week 7 - Self - Massage – Mellow Out Monday

- Video Expert: Michelle Bombacie, MS, Dipl. Ac. (NCCAOM), L.Ac., LMT
- Demo: Self - Care Demonstration With T-spheres
- [Content for your newsletter](#)

Week 8 - Dancing – Move It Monday

- Video Expert: Michelle Bombacie, MS, Dipl. Ac. (NCCAOM), L.Ac., LMT
- Optional Demo: Dance Class
- [Content for your newsletter](#)

Week 9 - Monday Mile – Move It Monday

- Video Expert: Lara Benusis, E-RYT 500, RCYT, CPT, LES
- Demo: Suggested Stretches Pre / Post Mile Walk
- [Content for your newsletter](#)

Week 10 - Yoga – Move It Monday

- Video Expert: Marina Ferraro, MS, Dipl. Ac. (NCCAOM), L.Ac., RYT
- Optional Demo: Chair Yoga Workshop
- [Content for your newsletter](#)



Week 11 - Mindful Eating – Mindful Eating Monday

- Video Expert: Daniela Neman Elazari, RDN, CDN
- Demo: Mindful Eating Practice
- [Content for your newsletter](#)

Week 12 - Meatless Monday – Meatless Monday, Mindful Eating Monday

- Video Expert: Michelle Walters, MS, RD
- Demo: Meatless Food Sample Presentation
- [Click here to learn more about Meatless Monday](#)
- [Click here for Meatless Recipes](#)
- [Click here to learn the health benefits plant-based foods](#)

If you're sending information to groups by email or online, we recommend including links to the Healthy Monday online practices or videos, as provided here. If you've chosen different materials to feature to your audiences, make sure to test the links before you send them.

A great way to drive traffic to video materials is to include a URL link in your email or other internal communications.





A Few Tips on
Prepping for and
Promoting Your
Program

Preparation:

What to Do Before the Start of Your Program

Before implementing the program, you'll want to do some preparation to ensure that the goals and objectives you set are realistic and achievable. Below is a brief outline of key steps to get ready.

- Get buy-in from your leadership. Talk to the head of your company and explain the benefits of the program.
- Recruit ambassadors. Identify people in your organization who are strong advocates and will drive the program and engage the staff. You can often find these people among those who are already participating in healthy activities.
- Conduct pre-surveys and prepare post-surveys. Create questions that will both gauge where your

organization is currently (health-wise) and can assess the progress at the end of the program. Assign a budget (if needed). Calculate if there are expenses with rolling out the program effectively (i.e., cost of printing materials to be handed out, cost of the kick-off breakfast or lunch).

- Compile an email list of participants. Gather addresses of everyone participating in the program so they may be reached via email.
- Become familiar with materials of 12-week program modules (both Phase I and II). Review the materials from the program, and make adjustments based on your organization's needs. Feel free to contact us with any questions.
- How would you rate your current health and wellness programming? Be honest. It's important to know where you are now and what will indicate success before starting a program. Are you hoping to increase physical activity? Improve knowledge about the benefits of eating more plant-forward meals? Are you hoping to reduce the number of smokers in your participant group? Set clear goals so you know what is working, what you may want to improve, and any new measures you may want to develop.

Going Above and Beyond the Minimum Requirement:

Workshops with Experts

If your organization has relationships with experts in different health practices, scheduling workshops or talks once a month (or more frequently, depending on your resources) are often valuable to reinforce the weekly health theme and topic. But we understand not every organization using this program guide will have such people available (i.e., not everyone will have access to experts, such as a psychologist or a yoga instructor), which is fine. The program is designed to make an impact regardless of additional resources available.



Getting the message out

Program Delivery

Once your organization has designed a Healthy Monday program, whether with The Healthy Monday team or independently, try to keep each Monday message across all your communication channels uniform each week. Delivering the message through different media is always a good tactic for maximizing the effectiveness of your program.

While not all work sites have control over all channels, it is important to align whatever channels you can to support the weekly messaging.

Below is an outline of some possible messaging channels that can be used to create awareness for the program at your organization. **The first four channels** are the acceptable minimum to deliver messaging effectively. In order to see results similar to what the pilot program at Columbia University Irving Medical Center achieved, we recommend doing all of the items listed. If all of the channels listed can't be implemented, we recommend you base your goals on what you can realistically deliver. If you can only deliver messages through one or two channels, it's important to adjust expectations.

1. **Email blast** – Each Monday morning at 6:30 a.m., the program manager or department representative will send the weekly Healthy Monday practice out to staff.
2. **Printed signage** – It is recommended that banners featuring the Health Monday logo and program name be displayed internally. Poster graphics can be downloaded from our website, then printed to post around the work area.
3. **Website** – You can either add new pages onto your organization's current website or simply point to existing webpages on the Healthy Monday websites to share information about the program.
4. **Bulletin/whiteboard board** – Affirmations, as well as the schedule of lectures or experiential mini-workshops, should be posted in the work space.

THIS MONDAY I'M GONNA
SMILE ALL DAY.
IT'LL DRIVE PEOPLE CRAZY!



HAPPY NEW WEEK!

DE STRESS
MONDAY

- **Video monitor** – If your organization has digital monitors in high traffic areas, videos that create program awareness may be played on them. If videos can't be played on your in-house monitors, still images may be displayed. Both of these options should be coordinated with content sent through your weekly email blast.
- **Other visuals** – Simple printouts or fliers of the Healthy Monday materials can be placed throughout the work space. They can be changed each week to correspond with the weekly message.
- **Weekly lecture or experiential mini-workshops** – Hosting talks and workshops that coincide with each Healthy Monday topic ...can support the... success of the program. It is best when these are provided by experts.
- **Social media messaging** – A quick note on any social media channel can quickly and simply announce your participation in the program, as well as announce the weekly theme.
- **Stickers** – The Healthy Monday team has stickers that support the program for your organization to print and give out.



The Program
Is Completed.
Now What?

How Did Your Organization Do?

Create a Case Study with Data and Results

Once your organization has selected Healthy Monday materials to compose a 24-week program, try and keep the Monday messaging across all your channels uniform. This creates a better-focused message and encourages adoption across the organization, which helps increase motivation.

While not all work sites have control over all channels, it is important to align whatever channels you can to support the weekly messaging.

We encourage organizations that implement the Healthy Monday program to share their results with The Monday Campaigns once they've completed their program. The easiest way to gauge results is to conduct a pre-and post-survey to measure effectiveness of program.

- An easy way to conduct these assessments is via SurveyMonkey or another online software. If you prefer a different software or if you're only able to conduct surveys in printed form, compose questions according to what your organization would like to measure.

OUTCOMES FROM OTHER HEALTHY MONDAY PROGRAMS:

- Employees appreciated that the practices were simple and could be done in a short amount of time to start each week.
- Participants performed the recommended activities every Monday of the program. Staff members improved their knowledge of health practices.
- Participants developed skills to better manage stress and handle challenging situations.
- Everyone gained a greater awareness of healthy food choices.
- Employees reported better ability to focus on their work activities.
- Participants were exposed to vastly greater options for physical activities.
- Personnel got better sleep after going through the program.
- Personnel engaged in more physical activity during and after the program.

What You can Do Next:

How to Keep Healthy Monday Going After the First 24 Weeks

For starters, make sure you subscribe to all The Monday Campaigns e-newsletters, and visit our websites every week to download Monday-focused material that addresses your organization's needs.

mondaycampaigns.org/subscriptions

You can forward content from our emails or social media to your group every week, or dig into our websites to hand-pick the material that supports your health goals.

Meatless Monday:

facebook.com/MeatlessMonday

twitter.com/meatlessmonday

instagram.com/meatlessmonday

pinterest.com/meatlessmonday

Move it Monday:

facebook.com/LetsMoveItMonday

twitter.com/moveitmonday

instagram.com/moveitmonday

pinterest.com/moveitmonday

Destress Monday:

facebook.com/DeStressMonday

twitter.com/destressmonday

instagram.com/destressmonday

pinterest.com/DeStressMonday

THE HEALTHY M[©]NDAY REFRESH

Quit and Stay Quit Monday:

facebook.com/QuitMonday

twitter.com/quitmonday

instagram.com/quitmonday

pinterest.com/quitmonday

Teach Kids to Cook Monday:

facebook.com/KidsCookMonday

twitter.com/kidscookmonday

instagram.com/kidscookmonday

pinterest.com/kidscookmonday

Need more guidance on how to create a Healthy Monday program for your organization?

- By email: info@mondaycampaigns.org
- Fill out a form on our website: mondaycampaigns.org/contact-us-organization

These materials are designed for informational purposes only. Always seek the advice of a qualified health professional before making changes to your current diet, exercise or health regimen.