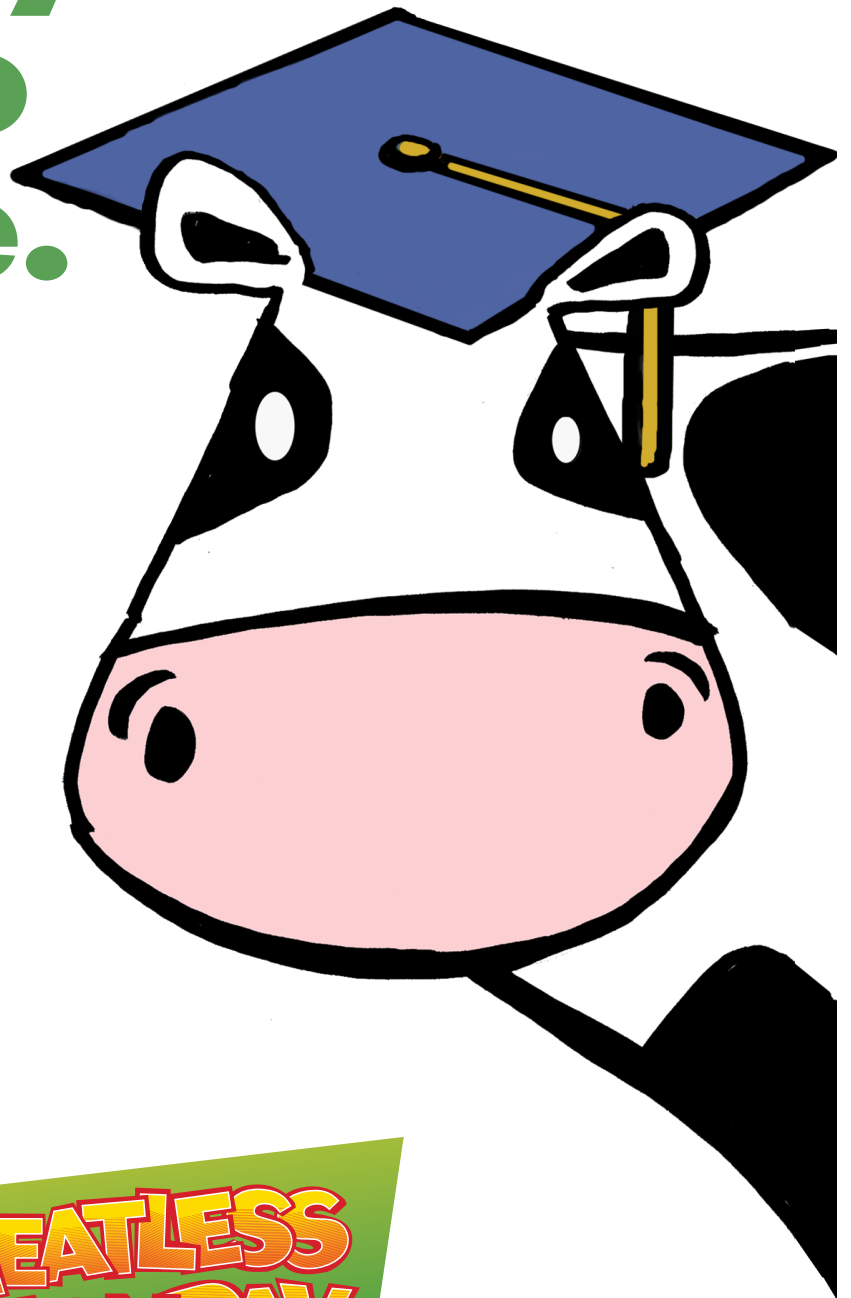


# Meatless Monday goes to college.

Tools and Resources for Campuses



One day a week, cut out meat.

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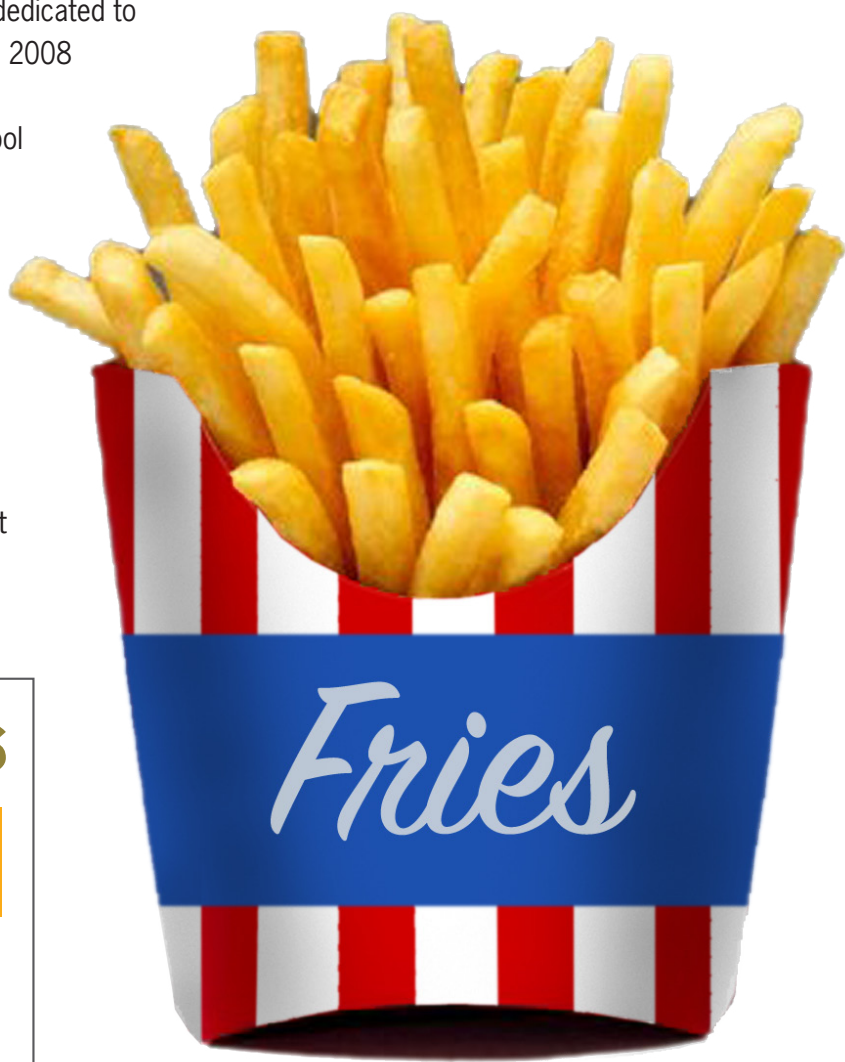
## The College Life and Establishing Lifelong Eating Habits

College is a critical point in the development of health habits and overall wellbeing. For many students, higher education serves as an introduction to independent decisions about diet and lifestyle. Young adults on campus are, for better or worse, developing the dietary patterns they'll follow throughout their lives.

Given this, the current diet of the average college student is in a dire state. As a 2003 article in the Journal of American College Health reports, "a hallmark of most student diets is fast food that is high in fat and sodium content. The college years present a distinct set of nutritional priorities, and poor eating habits often worsen during this time."

It is abundantly clear that more effort needs to be dedicated to nutrition and wellbeing education on campus, yet in 2008 the ACHA revealed that only 31.3% of college students obtained nutrition information from their school

At Meatless Monday, we recognize that healthy eating habits start young and require nurturing. That's why we offer easy, effective solutions that any campus can use, regardless of size, focus or student population. By offering and promoting Meatless Monday meal options you not only encourage students to consider the nutritional value of what they eat, you also create a recurring prompt to start the week with a focus on health.



### campus stats

**66%** of freshmen don't consume the recommended five servings of fruits and vegetables a day.

**50%** of all students don't get enough fiber (25 grams a day).

**60%** eat too much artery-clogging saturated fat.

**59%** of students surveyed said they know their diet has gone downhill since they went to college.

SOURCE: 2002 LONGITUDINAL STUDY BY TUFTS UNIVERSITY

**In this toolkit you'll find the information, materials, steps and suggestions you need to start a Meatless Monday on your campus. We congratulate you on taking this initial step towards a healthier student body.**

# A quick taste of Meatless Monday

## WHAT IS MEATLESS MONDAY?

An international movement to help people reduce their meat consumption by 15% to improve personal health and the health of the planet. We are a non-profit initiative of The Monday Campaigns, in association with the Johns Hopkins Bloomberg School of Public Health.

## WHY MEATLESS?

On average, Americans consume 8 ounces of meat per day – 45% more than the USDA recommends. Going meatless once a week can reduce your risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes and obesity. It can also help limit your carbon footprint and save precious resources like fresh water and fossil fuel.

## WHY MONDAY?

Multiple studies have shown that periodic health prompts lead to positive behavior change. Monday is the beginning of the week, making it the perfect time to reevaluate our choices and set our intentions for the coming days. With a Meatless Monday, you have a scheduled, recurring reminder to start your week off on a nutritious note. And if this Monday passes you by, next week is another opportunity to focus on health!

## WHAT DO WE OFFER?

We offer four delicious meat-free recipes every Monday, compelling interviews and reviews, relevant nutrition and health news, helpful meatless cooking demos, active Twitter and Facebook communities, and a weekly email newsletter. Additionally, we provide marketing tools and resources that schools, organizations and municipalities can use in their campaigns to go meatless on Monday.

## WHO'S WITH US?

The city of San Francisco, Baltimore City Public Schools and Manhattan borough president Scott Stringer have all decided to make Mondays meatless. In the U.S., over 30 college campuses have also embraced the campaign. On top of that, Meatless Monday programs have popped up in Britain, Brazil, Holland, Canada, Finland, Taiwan and Australia. Further, major food personalities, celebrities and leaders such as Michael Pollan, Al Gore, Sir Paul McCartney, Gwyneth Paltrow and Mario Batali are backing the movement.



## JOIN US!

Visit [meatlessmonday.com](http://meatlessmonday.com) and take our pledge, and then tell your friends, family, co-workers and community leaders how they can improve their health and the health of the planet by cutting meat one Monday at a time!

# Bringing Meatless Monday to your school's dining hall is as easy as 1-2-3!

## STEP 1: GET THE GREEN LIGHT

If your school already offers meatless options on Monday (or everyday), having a Meatless Monday is as simple as posting the promotional materials! If your campus is new to meatless entrées, check out the “Try This” section included in this toolkit for some easy alternatives.

Does your school have a contract with a food service provider? Contact the liaison between the school and the food service provider (this person is usually part of housing & dining services) and the director of food service operations. OR—

Does your school operate its own food service program (without outside help)? Contact the director of food service operations.

Arrange a meeting with the appropriate people to present them with Meatless Monday materials:

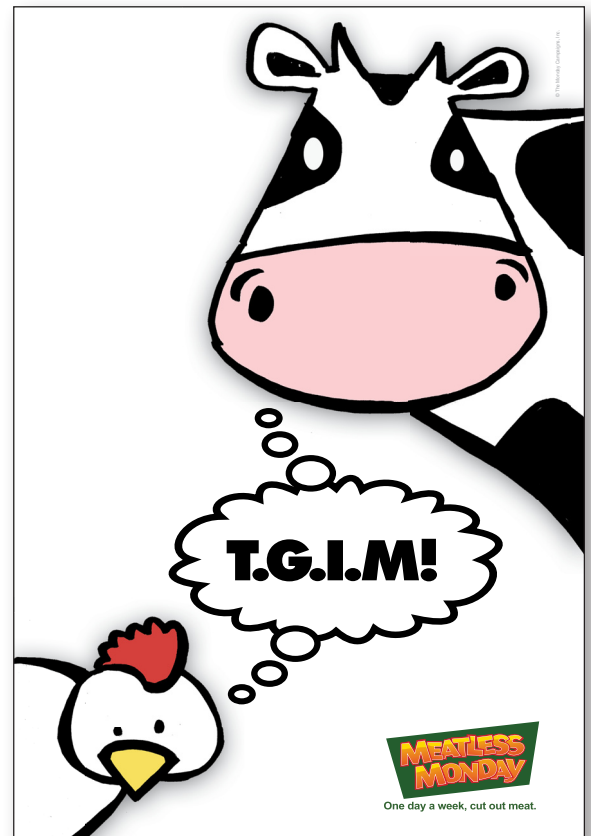
- One-page introduction
- One-page benefits list
- Tips and promotional materials included in this toolkit

## STEP 2: SPREAD THE WORD!

Partner with school wellness committees, faculty, staff and student organizations from the very beginning so they can spread the word and show that your efforts have support on campus.

Here are some ways to get others involved:

- Incorporate Meatless Monday into a project for your food science, nutrition, communications, social marketing or environmental health classes.
- Invite students, faculty and staff to submit recipes to be chosen as a lunch or dinner entrée. (You may want to let students vote on their favorite!)
- Involve students in a Meatless Monday committee to help run the campaign. Ask interested faculty members or existing student organizations to help.
- Fight misperceptions that food needs to be unhealthy to taste good – get students to opt for meatless meals by offering them a sample.



### STEP 3: FOLLOW THESE 10 EASY TIPS FOR SUCCESSFUL MEATLESS MONDAYS!

- 1** Plan a launch event to create excitement around the campaign. Have campus organizations create posters and contact your local newspaper, school newspaper and college radio station to get the word out.
- 2** Set up an information table at the campaign launch to provide students with information, a place to ask questions and maybe a free sample.
- 3** On subsequent Mondays, post a bulletin board in the dining hall that displays food, diet and health related news to remind students that Meatless Monday is about health.
- 4** Have a Meatless Monday table at your next school or community wellness fair.
- 5** Market Meatless Monday selections as the “special” of the day.
- 6** Meet with your dining hall staff and brief them on the campaign. Encourage them to ask students if they would like to try the Meatless Monday entrée.
- 7** If your cafeteria works on a pay-per-item system, offer additional incentives for trying the Meatless Monday meal. A discount on water, fruit or a side salad further demonstrates that Meatless Monday is part of a healthy diet.
- 8** Many traditional diets have a wide array of vegetarian options. Try culturally themed meal days, such as Indian, Thai, Latin American or African.
- 9** Make your meals creative. Offer **Vegged Out Lasagna** (vegetable lasagna), a **Couch Potato Bar** with fixings, or similar spins on meatless entrees.
- 10** Customize the campaign so that it fits in with your school’s culture. Be aware of local comfort foods and campus events; even your school’s mascot can be a source of inspiration!

## Meatless Menu Ideas

Need help with meatless meals for Mondays?  
Here are some suggestions to get you started:



### American

- Baked beans
- Baked potato (built your own with salsa, veggies, low-fat cheese & sour cream)
- Chickenless Caesar salad wrap
- Cottage cheese with fruit
- Eggplant or zucchini casserole
- Garden burgers
- Grilled vegetable panini
- Stuffed tomatoes or bell peppers
- Three bean salad
- Portobello stuffed with wild rice
- Vegetable wraps
- Vegetarian chili

### Mediterranean

- Falafel in a pita
- Greek salad
- Lentil soup
- Sandwiches with hummus & sprouts
- Spanikopita (Greek spinach pie)
- Stuffed grape leaves

### Indian

- Curries to accompany rice & vegetables
- Dal (lentils served with rice & vegetables)
- Pulao (rice pilaf) with vegetable broth
- Suji/ savory vegetable pancakes

### Italian

- Eggplant parmesan
- Panzanella (tomato salad with white beans on Italian bread)
- Pasta primavera
- Ravioli stuffed with sweet potato, butternut squash, mushroom, pumpkin or spinach
- Risotto
- Spaghetti with marinara
- Spinach tortellini
- Stuffed shells with spinach & low-fat ricotta or tofu
- Vegetable lasagna
- Veggie meatball or eggplant subs with low-fat mozzarella

### Asian

- Pad Thai
- Sesame noodles
- Szechuan tofu
- Tofu & vegetable stir-fry
- Vegetable fried rice (low oil)
- Vegetable spring rolls (low oil)

### Latin & Mexican

- Bean & vegetable burritos
- Black or red beans with rice
- Grilled tofu & veggie fajitas (build your own)
- Vegetable quesadillas
- Vegetarian tacos

## Try a Meatless Spin on Some Old Favorites

Instead of... **try...**

<b>BEEF TACOS</b>	<b>Black beans mixed with taco seasoning or salsa.</b> Take it easy with the cheese and use low-fat sour cream.
<b>MEAT LASAGNA</b>	<b>Use part-skim ricotta cheese and tomato sauce.</b> Pile in veggies like squash, spinach, peppers, mushrooms, and eggplant.
<b>HAM &amp; CHEESE QUICHE</b>	<b>Use egg substitute, low fat milk and sautéed or roasted onions, peppers, mushrooms and other veggies.</b> Instead of fattening pre-made pie crust, line the pie pan with bread crumbs. Use cooking spray to set and bake.
<b>CHEESE PIZZA</b>	<b>Opt for low-fat cheese or no cheese at all!</b> Offer a build-you-own bar with lots of vegetables.
<b>CHICKEN CAESAR SALAD</b>	<b>Mexican salad – add dark mixed greens, tomatoes or salsa, onions, peppers and veggies.</b> Sprinkle in low-fat cheese, baked tortilla chips, black beans, chili powder, taco seasoning and a bit of skim cheese or sour cream.

**IT'S SO EASY TO START THE WEEK RIGHT, AND EVERY MONDAY THEREAFTER, WITH THESE DELICIOUS HEALTHY OPTIONS.**



# Key Benefits of Meatless Monday

## FOR YOUR HEALTH



### REDUCE HEART DISEASE

Beans, peas, nuts and seeds contain little to no saturated fats. Reducing saturated fats can help keep your cholesterol low, and cut risk of cardiovascular disease.

### LIMIT CANCER RISK

Hundreds of studies suggest that diets high in fruits and vegetables can reduce cancer risk. Red meat consumption is associated with colon cancer.

### FIGHT DIABETES

Research suggests that plant-based diets – particularly those low in processed meat – can reduce your risk of type 2 diabetes.

### CURB OBESITY

People on low-meat or vegetarian diets have significantly lower body weights and body mass indices. A plant-based diet is a great source of fiber (absent in animal products). This makes you feel full with fewer calories, ie. lower calorie intake and less overeating.

### LIVE LONGER

Red and processed meat consumption is associated with increases in total mortality, cancer mortality and cardiovascular disease mortality.

### IMPROVE YOUR DIET

Consuming beans or peas results in higher intakes of fiber, protein, folate, zinc, iron and magnesium with lower intakes of saturated fat and total fat.

## FOR YOUR WALLET



### CUT WEEKLY BUDGET

Food prices continue to rise. Current increases are especially sharp in packaged items and meat, which require extra expenses like feed and transportation. Forgoing meat once a week is a great way to cut the weekly budget.

### CURB HEALTHCARE SPENDING

Treatment of chronic preventable diseases accounts for 70% of total U.S. healthcare spending. By reducing our risk for these conditions, we can curtail healthcare spending nationwide.

## FOR OUR PLANET



### REDUCE CARBON FOOTPRINT

The UN estimates the meat industry generates nearly one-fifth of the man-made greenhouse gas emissions that accelerate climate change.

### MINIMIZE WATER USAGE

The water needs of livestock are huge, far above those of vegetables or grains. An estimated 1,800 to 2,500 gallons of water go into a single pound of beef.

### REDUCE FUEL DEPENDENCE

On average, about 40 calories of fossil fuel energy go into every calorie of feed lot beef in the U.S. (compared to 2.2 calories of fossil fuel for plant-based protein).

## Online Resources

**Download posters, sticker and magnet designs and web graphics to get your school, community, workplace or organization excited about Meatless Monday!**

<http://www.meatlessmonday.com/spread-the-movement>

## Contact Info:

**Email: [info@meatlessmonday.com](mailto:info@meatlessmonday.com)**

**Website: <http://www.MeatlessMonday.com>**