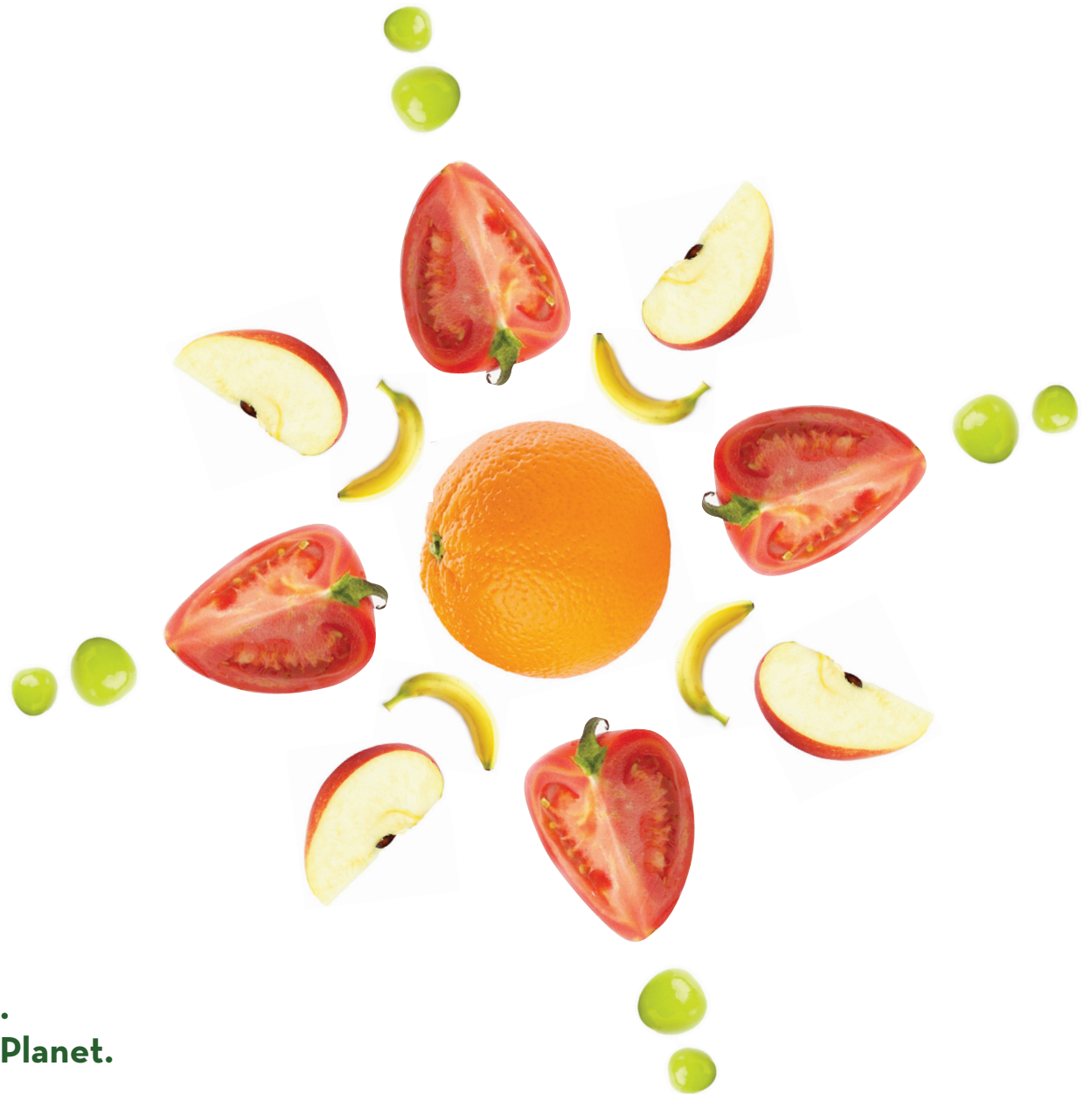


How to Get Meatless Monday

Going in Your
City



**MEATLESS
MONDAY**

Good for You.
Good for the Planet.

Get Meatless Monday Going in Your City

Leading communities are embracing Meatless Monday and making a significant difference in people's health and the health of the planet.

City officials are taking a leadership role in finding solutions to improve public health and address global climate goals. As part of this effort, many communities are encouraging their citizens to support [Meatless Monday](#).

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

Leading health and environmental organizations have [endorsed Meatless Monday](#) as one of the easiest ways that city officials can improve their community's health and sustainability.

Why Adopt Meatless Monday in Your Municipality?

There are many compelling reasons for your community to adopt Meatless Monday:

For Public Health:

Adding more plant-based foods to an individual's diet can improve heart health, helps reduce the risk of diabetes, and is nutritionally sound.

- Consumption of processed meats increases risk of coronary heart disease.
- Meals rich in fruits, vegetables and legumes contain natural antioxidants that benefit cardio-health.
- Cutting down on at least ½ serving of red meat every day can decrease your chance of getting type 2 diabetes in the long term by about 15%.
- Most Americans eat 1½ times more protein than the recommended dietary allowance (RDA) each day.



For the Health of the Planet:

Reducing meat consumption conserves land, reduces greenhouse gas emissions, saves water, and saves energy.

- Global livestock production uses 33% of the earth's entire land surface.
- Global livestock production creates more greenhouse gases than the entire transportation sector.
- It takes 10 bathtubs worth of water to produce a quarter pound of beef.
- The energy it takes to produce one quarter pound of beef is about the equivalent needed to power an iPhone for six months.

Who's Doing It?

Mayors and other elected officials are actively taking the lead to promote Meatless Monday. Here are two examples:

United States: [Indianapolis](#)

Indianapolis, the 14th largest city in the United States, passed a resolution encouraging city residents and institutions to participate in Meatless Monday each week to raise awareness about healthy eating and to reduce the city's environmental footprint.

Canada: Vancouver

Vancouver city officials declared an [official Meatless Monday Day](#) in May. The city's celebration caught the eye of [Meat Free Monday Founder Paul McCartney](#), who penned a personal note of congratulations.

Find more [information](#) on getting Meatless Monday started in your community.

Download to the following guides to get Meatless Monday started in

- [Restaurants](#)
- [Hospitals](#)
- [Universities](#)
- [K-12 Schools](#)

Sample Email to Reach Out to Your Elected Officials

(Here's an example of an email or letter you can use to get in touch with city officials. 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 our community for the health of the public as well as the health of the planet.

Meatless Monday is a science-based public health initiative associated with 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, we can:

Demonstrate community leadership.

We'll be joining hundreds of other forward-thinking municipalities in taking an active role in promoting a healthier and more sustainable food system.

Show commitment to public health.

More plant-based choices in our community means helping people live [healthier lives](#).

Reduce environmental impact.

Decreasing meat consumption just one day a week has significant benefits for the [health of our planet](#) and results in a significant reduction to our [carbon footprint](#).

I hope you'll support me in gaining traction for this effort. Let me know if you would like to meet to discuss Meatless Monday in more detail. Many thanks for your interest and consideration.

Sincerely yours,

[SIGNATURE]

Ways to Generate Awareness for Meatless Monday with Your Elected Official:

- Speak at a public meeting and provide copies of this guide to your official and their staff. Use the key talking points included in this guide.
- Hold a letter writing party with your friends and family and send letters along with this guide to your elected officials.
- Write Letters to the Editor (LTEs) or opinion pieces (Op-Eds) for your local newspapers expressing the importance of meat reduction and how Meatless Monday can help. Again, use the key talking points included in this guide.

Getting Meatless Monday started is easy!

We have everything you need to get started right away

It's all downloadable and all available for free! Just click on the links below to access posters, web graphics and more.

- meatlessmonday.com/free-resources
- meatlessmonday.com/start-a-campaign



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.

Thank you.

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

Follow us on social



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#MeatlessMonday