Meatless Monday
Implementation Guide for Mayors and City Officials

Good for You.
Good for the Planet.
Get Meatless Monday Going in Your City

Leading communities are adopting Meatless Monday to make a significant difference in public 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 vital, ongoing effort, many communities are encouraging their citizens to support Meatless Monday — a simple change that can reduce greenhouse gas emissions and lessen the risk of chronic preventable diseases.

Meatless Monday is easy to promote and provides a valuable opportunity to leave a positive, lasting mark.

About Meatless Monday

Meatless Monday is a global movement with a simple message: one day a week, cut out meat. It can make a big impact 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.

Why Adopt Meatless Monday in Your Municipality?

Since 2003, Meatless Monday has grown into a global movement. The simplicity of the approach — choose to not eat meat on Mondays — has enabled the campaign to be embraced, talked about and practiced by millions of people in over 40 countries around the world — from Croatia to China and Brazil to Bhutan.

Recently, the ‘We Are Still In’ coalition sent a letter to mayors and other elected officials across the United States proposing actions that can be taken to further reduce greenhouse gas emissions in their municipality. One of their prime recommendations was to practice Meatless Monday in support of meat reduction.

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There are Many 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, fight diseases, and reduce the risk of diabetes. See Meatless Monday health research here.

- Consumption of processed meats increases the 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. See Meatless Monday environmental research here.

- 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.

5 Simple Steps to Unite Support for Meatless Monday

Meatless Monday is credited with helping millions of people eat healthier each week by reducing their meat consumption. Here are five simple steps to raise awareness and inspire community participation:

1. Commit to Meatless Monday
   - Sign an official proclamation supporting Meatless Monday.
   - Educate your colleagues and staff on the climate and health benefits.
   - Pledge to practicing Meatless Monday in the office and at home.

2. Develop Meatless Monday Community Programs and Set Goals
   - Determine what a successful Meatless Monday practice looks like for your community and how to measure it.
• Identify potential community and municipal partners. Download and share the Meatless Monday implementation guides developed for these dining facilities:
  • K-12 Schools
  • Colleges & Universities
  • Local Restaurants
  • Corporate Cafeterias
  • Hospitals
• Create a before-and-after survey to evaluate success.
• Set achievable goals that are measurable, so that municipal departments can demonstrate their results and the level of commitment. For example, set a meat procurement reduction goal in government and municipal cafeterias that are participating in Meatless Monday.

3. Launch Meatless Monday
• Send a press release announcing the launch of Meatless Monday in your municipality.
• Announce the Meatless Monday campaign on a municipal employee web portal and in communications to staff.
• Develop a marketing and PR plan for your Meatless Monday program.
• Display posters and promotional materials in municipal buildings to drive awareness.
• Offer Meatless Monday in your office cafeterias.

4. Regularly Promote Meatless Monday
• Launch a Meatless Monday municipal ad campaign.
• Schedule Meatless Monday events and photo ops at participating cafeterias.
• Feature Meatless Monday stories and recipes in community newsletters and in social media.
• Promote local success stories from Meatless Monday partners and encourage partners to regularly communicate the value of Meatless Monday to their stakeholders.
• Add Meatless Monday to the public meeting agenda for schools and communities.
• Include Meatless Monday on community and school public meeting agendas.

5. Share Your Progress
• Use social media channels and community newsletters to publicize your progress.
• Share Meatless Monday health and environment related resources via municipality websites and social media.
• Send a press release announcing your municipality’s achievements and success stories.

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Get Your Staff on Board

Key Talking Points for Staff

• Meatless Monday is a global movement with a simple message: choose to skip meat one day a week.

• Meatless Monday’s goal is to reduce meat consumption to improve personal health and the health of the planet.

• Meatless Monday doesn’t mean meat can’t be served on Monday — it can. Simply highlight the meatless options available and why going meatless once a week is beneficial.

• Eating less red and processed meats — even just once a week — has significant health benefits including decreased risk of heart disease, type 2 diabetes, obesity and cancer.

• Eating less meat — even just once a week — has significant environmental benefits, such as reducing our carbon and water footprints and decreasing greenhouse gas emissions.

Why Monday?

• It’s the fresh start of the week — an ideal day to make healthier and smarter choices.

• Engaging in healthy behaviors on Monday helps people sustain healthy behavior throughout the week. Monday can be a powerful leverage point in public health promotions to help people stay on track with their health goals.

Meatless Monday Training and Tips

Your staff and constituents are likely to have questions about your Meatless Monday program. Here are some tips on how to prepare your staff to speak with the public:

• Host a staff training session before launching the program.

• Distribute educational materials including posters and brochures to employees.

• Send out an employee email containing links to the Meatless Monday program for future reference.

• Keep Meatless Monday educational brochures in municipal buildings for staff to refer to or hand out when asked questions.

• Integrate information on Meatless Monday into employee training manuals and wellness programs.

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Where is Meatless Monday Already Being Practiced?

Mayors and other elected officials around the world are actively taking the lead to promote the climate and health benefits of Meatless Monday. The programs they’re launching will help their municipalities meet their sustainability initiatives and nutrition goals.

- **New York City** Mayor Bill de Blasio Announces Meatless Monday for Public Schools. A pilot program started in spring 2018 in 15 schools in Brooklyn, with the possibility of expanding citywide.

- **Los Angeles** City Council Embraces Meatless Monday. Under a unanimously approved resolution in 2012, all Mondays in the City of Angles have been declared Meatless Mondays.

- **Pittsburgh** City Council Adopts Meatless Monday. After Mayor Bill Peduto took the Meatless Monday pledge, seven council members also pledged in order to set a good example of healthy eating for Pittsburgh residents.

- **Cleveland** Mayor Frank Jackson Signs a Meatless Monday Resolution. The mayor and city council worked in conjunction with Cleveland Clinic’s Dr. Roxanne Sukol to improve public health and decrease their carbon footprint with Meatless Monday.

- **Sacramento** City Officials Declare Meatless Monday. The announcement coincided with a ‘Farm to Fork’ celebration, in which 22 local restaurants served a meatless menu and well-known vegetarian and Meatless Mondays’ supporter, Paul McCartney, held a concert.

- **Vancouver** Mayor Gregor Proclaims May 15th Meatless Monday. Vancouver was the first Canadian municipality to endorse Meatless Monday in 2013 and 10 Vancouver schools currently serve a Meatless Monday menu.

- **Bedford, NY** Starts Meatless Monday to Cut Emissions. In an effort to cut carbon emissions by 20 percent and conserve resources, the community pledged to commit to a 12-week Meatless Monday campaign.

“Meatless Mondays…has the power to transform the health of thousands of our city’s students…As Hippocrates said, ‘let food be thy medicine.’”

- *Brooklyn Borough President, Eric Adams*

“The small changes we make every day can have a tremendous impact. Together we can better our health, the animals and the environment, one plate at a time.”

- *Los Angeles City Councilman, Ed Reyes*

“The city of Cleveland recognizes the benefits of a diet high in fruits and vegetables and urges residents to participate in Meatless Mondays to improve their health and decrease their carbon footprint.”

- *Cleveland City Council and Mayor Jackson*

“Meatless Monday promotes a more moderate intake of meat, both to ‘protect global resources and contribute to planetary health,’ as well as to reap the health benefits.”

- *The Vancouver Food Policy Council*
• **Argentina’s** President Mauricio Macri declared Vegan Monday at his presidential palace, the Casa Rosada.

• In **Belgium**, the city of Ghent was recently named the Veggie Capital of Europe. Here, Donderdag Veggiedag (Thursday Veggie Day) is celebrated by 90 restaurants, 20 hotels and an estimated 50% of the city’s population.

In addition, numerous businesses and institutions have instituted a Meatless Monday practice:

• **New York-Presbyterian Hospital** launched a Meatless Monday menu in its cafeterias.

• **Adobe** in Lehi, UT added a Meatless Monday menu to their employee cafeteria.

• **Memorial Sloan Kettering Cancer Center** in Manhattan started a Meatless Monday program for staff, visitors and patients.

• **Syracuse University** in Syracuse, NY added Meatless Monday as students eagerly seek more plant-based options.
Free Resources

Meatless Monday offers a full suite of downloadable resources and assets to help you launch a program in your municipality. This science-based content has been developed in collaboration with the Center for a Livable Future at the Johns Hopkins Bloomberg School of Public Health.

Use the links below for implementation guides, posters, web graphics and more.

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- meatlessmonday.com/
  meatless-monday-community
- meatlessmonday.com/free-resources
- meatlessmonday.com/start-a-campaign

Meatless Monday offers formulas from our researches and scientists at Johns Hopkins that enable you to calculate the potential environmental impact of reducing your community’s meat consumption based on population.

For example: It requires 425 gallons of water to produce a single ¼ pound beef burger.

If your total city population participated in Meatless Monday:

Ex. 100,000 people x 425 gallons of water = 42,500,000 gallons per day.

Which equals 2.2 billion gallons of water per year.