

ABOUT THE CAMPAIGN

MEATLESS MONDAY

A Weekly Start for a Healthier America

www.MeatlessMonday.com

The Math Behind Meatless Monday

On average, Americans should reduce their saturated fat intake by 15%

1 day out of 7 = 15%

Meatless Monday and the American Diet

Meatless Monday is not a weight loss plan or a vegetarian campaign. Instead, Meatless Monday encourages Americans to adopt a more balanced approach to nutrition by:

- limiting meat and saturated fat intake
- incorporating more fruits, vegetables and whole grains – the foods that help prevent heart disease, stroke, diabetes and cancer – into their diets

Meatless Monday helps people start the week off right by encouraging them to take an approach of moderation in their eating and meal planning.

The campaign defines "going meatless" as abstaining from red meat, poultry and high-fat dairy products. Fish and seafood, especially those high in omega-3 fatty acids, are encouraged. The campaign provides guidelines for safe fish consumption for women and children.

Practicing Meatless Monday is a great way for children to learn simple and healthy eating habits. MeatlessMonday.com provides fun ideas for helping children go meatless on Monday and make healthier decisions all week long.

Meatless Monday is a national public health campaign in association with Johns Hopkins Bloomberg School of Public Health to help prevent heart disease, diabetes, stroke and cancer – four of the leading causes of death in America.

The goal of the campaign is to reduce consumption of saturated fat by at least 15% by 2010. This is consistent with the dietary recommendations of the US Department of Health and Human Services, the US Department of Agriculture and the American Heart Association.

MEATLESS MONDAY

JUST ONE DAY A WEEK TO BETTER HEALTH!

Recipes and Health Information

Meatless Monday makes it easy for people to cut their saturated fat intake once a week, including:

- A Meatless Monday website, featuring health news and information, recipes, coupons, and sweepstakes.
- A Monday e-newsletter, Eaters Digest, highlighting the week's website, the best of the week's health news, and other smart consumer tips.
- Local, grassroots campaigns in restaurants, schools, worksites, and grocery stores help bring Meatless Monday to you in your own community.

Tools and Resources

Meatless Monday provides tools and resources for Healthy Heroes to spread the word about healthy eating:

- Free, downloadable toolkits and materials provide step by step instructions and tips for creating campaigns customized for any group or community, whether it's a book club, informal social gatherings of friends or family, worksite cafeterias, restaurants or churches.
- A monthly newsletter provides updates about the campaign and support for Healthy Heroes plus tips from real people in the field.
- Corporate partners provide free promotional materials for community events and activities.

Beyond Monday

Meatless Monday helps Americans make other smart lifestyle changes – with reminders to keep healthy all week long by:

- Choosing lean meats and low-fat dairy products.
- Enjoying 5 to 9 servings of fruits and vegetables a day.
- Not smoking and staying clear of people who do.
- Exercising at least 30 minutes almost every day.

For more information, please visit

www.MeatlessMonday.com