Section C (Optional): Healthy Monday

Peggy Neu and Ralph Loglisci
Question: Would you please give us an update about the Healthy Monday campaign?


**Conclusion:** periodic messages can be effective in helping adopt healthy behaviors
Your attitude toward Monday

- a day for a fresh start: 37%
- a day to get my act together: 20%
- a day to dread: 12%
- a day like any other: 30%
What day are you most likely to do ... ?

- begin a diet?
- start exercising?
- quit smoking?
- schedule a doctor’s appointment?

■ 74% believe a Monday start will help them stick to their weekly health regimens

■ 70% thought a weekly reminder might help them maintain their healthy intentions
What Else Can You Do on Monday?

- Monday Massages, Measure Up Monday, Mindful Monday, Monday Mile, Monday Motivators ...
Monday Motivators

Healthy Monday
The day all health breaks loose

Free Newsletter: Make Every Monday a Healthy Monday
People plan their lives around the week with Monday as the start. What if every Monday became a proud participant of the Healthy Monday campaign, bringing you practical tips on improving a weekly newsletter full of "doable" advice from our savvy Guides on everything from losing a new opportunity to start making small changes that can have tremendous impact. You can help by committing to your privacy and any information you provide is protected by the terms of the About.com Privacy Policy.

Jenny Craig Weekly Tips

Healthy Monday Tip
Eating Out, the Smart Way
If you are like most people, you enjoy eating out at your favorite restaurants. Restaurants are not only convenient but can provide a relaxing setting to enjoy the company of friends.

Healthy Monday Tip
Keeping Up Your Energy During Exercise
Have you ever been exercising and found yourself "low on gas" and struggling to find the energy to finish? Every person is different when it comes to energy levels during exercise, so it is important to listen to your body and adjust accordingly.

Motivation Monday: Encourage kids to stay active

Chris Freytag
Fitness Expert

KARE11.com
Minneapolis - St. Paul Minnesota
The Kids Cook Monday!

- Web site set to launch next month
- Blogger outreach underway
- Columbia/Teachers College pilot
Worksite Pilot Programs at Hopkins

- Worksite wellness pilot underway with WellPoint using Johns Hopkins Weight Management Center to conduct evaluation

- Healthy@Hopkins using Monday umbrella to integrate diverse wellness programs

- New portal will link all health-related outreach and programs available to Johns Hopkins employees
Healthy Monday

- In the community: Northern Kentucky
  - Communitywide Healthy Monday programs in collaboration with the Northern Kentucky Health Department
  - Plans to launch in Cincinnati in the Fall 2010

Meatless Monday in school cafeterias

Lunes Saludables wellness expo
Healthy Monday in Harlem

- Harlem Health Promotion Center leads Healthy Monday pilot programs in Northern Manhattan for STD and HIV/AIDS prevention
Smokefree Monday
- Monday pledge
- Weekly tips on Web site, Twitter, and Facebook
- Smokefree Monday e-cards
2000 calories a day is what most adults should eat.
(How will you spend yours?)

Balance your daily calorie budget.

Will seconds blow your calorie budget?

Do the MONDAY 2000

*Based on the Dietary Guidelines for Americans, 2000 calories a day is what most adults should eat.
Preliminary survey

Intervention: emails and text messages

Post-intervention survey
The Day All Health Breaks Loose

http://www.mondaycampaigns.org/