

Healthy Monday

The day all health breaks loose

Healthy Monday Overview:

Healthy Monday is a movement of people and organizations who commit every Monday to the behaviors and actions that will end preventable disease in the U.S.

In Northern Kentucky, cities, worksites, grocers, colleges, and many other organizations are initiating healthy activities with Monday as a focus. Monday – for many - is the New Year's Day of the week.

People who start the week with healthy behaviors, tend to continue those healthy activities. Northern Kentucky organizations are supporting programs such as the following:

Monday Mile: Walk a mile, start on Monday.

Meatless Monday: Once a week, cut out the meat

Monday 2000: Eat 2000 calories or less per day, start on Monday

Quit and Stay Quit Monday: Commit to stay quit from tobacco every Monday

www.healthymondaynky.org will be live on October 1, 2009 and has local events.

Media Opportunities for Healthy Monday

October

Focus: Monday Miles in Covington. Covington has designated one mile routes in every neighborhood. Click on this link to see the routes:

http://www.covingtonky.com/index.asp?page=Healthy_Monday

All Covington Public schools also have miles routes.

Interviews – Mayor Bowman, neighborhood residents, school officials.

Visuals – mile routes, residents walking, school kids walking, mile marker signs, Healthy Monday logo (see attached pdf. file)

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November

Focus: Monday 2000. The City of Florence is on a diet. Residents are focusing on limiting their caloric intake to 2000 calories or less per day and getting regular exercise.

Interviews – City residents on a diet. Mayor.

Visuals – fitness classes, weigh-ins, food demonstrations. Healthy Monday logo and Monday 2000 logo.

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December

Focus: Meatless Monday. NKU has completely revamped their food offerings so everyone on campus has access to healthier options. The cafeteria provides meatless options, with a special focus on going meatless on Monday. Taking meat out of the diet one day a week reduces saturated fat intake.

Interviews – students, faculty, staff; campus wellness director

Visuals – Food in cafeteria, people eating.

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It's a movement of people and organizations who commit every Monday to the behaviors and actions that will end preventable disease in the U.S.

The Covington community has adopted the Healthy Monday Mile Initiative in each one of our neighborhoods. Here are some initiatives that you can add to expand your Healthy Mondays.

- **Quit and Stay Quit Monday**- Commit to stay quit from tobacco every Monday.
- **Monday 2000**- How will you spend your 2000 calories this Monday?
- **Move It Monday**- Take your body for a ride.
- **Meatless Monday**- One day a week, cut out the meat.
- **Eat Healthy Monday**- Eat less, eat leaner, move more.
- **Restock Monday**- Fill up what you need to be healthy.
- **Get Tested Monday**- Make an appointment with your health care provider.
- **Read Up Monday**- Your health will grow with what you know.
- **Mindful Monday**- Well-being brings together mind and body. Take care of your mind.
- **Meatless Monday Night Foodbowl**- Chow down, lean and mean.
- **Chili Monday Nites**- If you think chili needs meat, you don't know beans. Check out <http://allrecipes.com/Recipe/The-Best-Vegetarian-Chili-in-the-World/Detail.aspx> for a great vegetarian recipe.



Good luck on taking steps to a healthier community!



Healthy Monday is a non-profit public health organization founded in 2005 in association with Johns Hopkins University, Columbia University and Syracuse University. For more information, visit www.healthymondaynky.org or www.healthymonday.org.



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Healthy Monday Logos:

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http://www.partnersinprevention.us/images/HM_logo.GIF

Healthy Monday.org

<http://www.partnersinprevention.us/images/HM.org.GIF>

Healthy Monday Thumb

http://www.partnersinprevention.us/images/HM_Thumb.GIF

Meatless Monday

http://www.partnersinprevention.us/images/Meatless_Monday.png

Monday Mile

http://www.partnersinprevention.us/images/HM_Monday_Mile_Logo.jpg