



Meatless Monday

Focus Area: Healthy Eating

Objective: To improve overall eating habits by increasing vegetable, fruit and whole grain intake and decreasing meat intake.

Length of Challenge: Four-weeks (the length of time is flexible; contact your Regional Wellness Coordinator if the provided tracking sheet needs to be adjusted)

Materials Needed:

- Sign-Up Sheet/Form (optional, but recommended)
- Meatless Monday Tracking Sheet
- Prizes (optional)

Directions:

- Earn points by completing activities on the Tracking Sheet.
- At the end of the challenge, calculate your total points earned.
- Whoever has the most points, wins!

Regional/Satellite Offices & AWS Employees: This challenge can be hosted across regional/satellite office and/or with AWS employees.

Getting Started:

1. Decide what dates your “Meatless Monday Challenge” will run.
2. Establish a sign-up period (for example, one week) before the challenge start date. [*Sign-up period is optional.*]
3. Determine how participants submit their Tracking Sheets and how winners will be rewarded.
 - *Remember: Challenge rewards do not have to be tangible. Announcing the “Meatless Monday Challenge” winner(s) in an email, e-newsletter and/or flier are all great ways to give recognition!*

4. Announce the challenge to employees! (This can be done via email, e-newsletter, department intranet, and/or fliers.)
5. At the close of the sign-up period (if you established one), contact all participants to share the following:
 - A welcome, congrats and/or thank you for participating in the challenge.
 - Dates of when the challenge will begin and end.
 - Instructions on how to participate in the “Meatless Monday Challenge”.
 - Details about how to submit their Tracking Sheets and how winner(s) will be rewarded.

NOTE: Don't forget to BCC participants if contacting them via email.
6. Print or attach the “Meatless Monday Challenge Tracking Sheet” via email and distribute this to all participants.
7. Each week send participants a friendly email reminding them to engage in the challenge and have fun with it. Your communication might include additional info related to the challenge, such as fun food facts, healthy recipes, tips and tricks, inspirational quotes and/or participant photos. (Request ‘Sample Weekly Emails’ from your coordinator.)
8. As the challenge comes close to an end, send out a reminder to participants to submit their “Meatless Monday Challenge Tracking Sheet” and announce the winner(s)!



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