



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.



WFHT.TN@tn.gov



facebook.com/WFHTN



twitter.com/WFHTN

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. (See 'Sample Weekly Emails' below.)
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)!

Sample Weekly Emails:

Welcome Email

Subject: Welcome to the Meatless Monday Challenge!

Body:

Hello,

Welcome to the **Meatless Monday Challenge** with the < insert dept > Wellness Council!

We're excited that you're joining us and committing to increasing your vegetable, whole grain and fruit intake and lowering your meat intake.

In this challenge, the goal is to get as many points as you can by completing activities on the [Meatless Monday Challenge Tracking Sheet](#) (attached).

Challenge Dates: <insert dates>

The employee(s) who earn the highest points at the end of this challenge will _____. (To win, please submit your [Meatless Monday Challenge Tracking Sheet](#) to < insert email > by _____.)

Who's ready?!

Week 1 Email

Subject: Week 1 of the Meatless Monday Challenge!

Body:

We are in the first week of the **Meatless Monday Challenge!**

The phrase "Meatless Monday" is a relatively recent term. It is reported that the phrase started in the early 2000s in response to a Healthy People 2010 report in which a goal was to reduce dietary saturated fats by 15 percent. A main source of [saturated fats](#) in our diets come from animal products (cheese, milk, meat, etc.). Therefore, going meatless for one day (i.e. three meals) a week meets the goal of reducing saturated fat intake by 15 percent.

There are many ways to enjoy meals without meat. Check out this [three bean chili!](#)

Week 2 Email

Subject: Week 2 of the Meatless Monday Challenge!

Body:

We are in the second week of the **Meatless Monday Challenge!**

Much like meals with meat, it is important to enjoy **well-balanced** meatless meals. A meal of chips and candy is technically meatless, but most would agree that this might not be the healthiest choice to make on a regular basis. Eatright.org has some [great tips](#) on enjoying meatless meals. Choosemyplate.gov also has some [fantastic tips](#) on making your meals well-balanced.

Week 3 Email

Subject: Week 3 of the Meatless Monday Challenge!

Body:

We are half-way through the **Meatless Monday Challenge!**

Have you been enjoying trying out different ways to reduce your meat intake? Be sure to share pictures of your delicious meals (**hint: you get five points for each picture shared!**)

There are plenty of myths surrounding decreasing meat intake. Check out this article from Eatright.org: "[Building a Healthy Vegetarian Meal Myths and Facts](#)". Remember, while decreasing your meat intake it is also important to increase your vegetable, whole grain and fruit intake so that you are enjoying well-balanced meals. Check out this recipe for "[roasted vegetable lasagna](#)" for a tasty and well-balanced meatless meal!

Week 4 Email

Subject: Week 4 of the Meatless Monday Challenge!

Body:

We are in the FINAL week of the Meatless Monday Challenge! Hopefully this has been an enjoyable experience and perhaps you are feeling some of the positive health effects of decreasing your meat intake. Increasing intake of beans, whole grains and vegetables can help increase your overall fiber intake. Getting enough fiber can help with regularity, reducing cholesterol levels, steady blood sugar levels and weight loss. Have you found any delicious recipes during this challenge? Perhaps you have made some colorful, photogenic meals? Be sure to share your vegetarian meal with the Working for a Healthier TN (WFHTN) team (WFHT.TN@tn.gov, [Facebook](#) or [Instagram](#))!

Remember, the employee(s) who earn the highest points at the end of this challenge will _____. (To win, please submit your [Meatless Monday Challenge Tracking Sheet](#) to < [insert email](#) > by _____.)

Wrap-Up Email

Subject: Thank you for participating in the Meatless Monday Challenge!

Body:

YOU DID IT! You made it to the end of the Meatless Monday Challenge.

We hope you found this challenge helpful and enjoyed learning ways to incorporate more meatless meals into your routine.

We'd love to hear what you thought about this challenge by providing your feedback in this short survey here: < [insert survey link](#) >

Have photos or a success story to share? We'd love to receive them! Simply reply to this email.



Meatless Mondays

Tracking Sheet

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total Weekly Points
Week 1								
Week 2								
Week 3								
Week 4								
							GRAND TOTAL	

POINTS SYSTEM

- **A meatless meal:** 5 points
- **An entire day of meatless meals:** 20 points
- **Enjoyed a whole grain:** 5 points
- **Tried a new heart-healthy vegetarian recipe:** 10 points
- **Followed the vegetarian MyPlate guidelines for a meal:** 5 points
- **Enjoyed at least 5 servings of vegetables and fruits in one day:** 15 points
- **Shared a picture of my vegetarian meal with the WFHTN team (WFHT.TN@tn.gov, Facebook or Instagram):** 5 points