



# PLANTPURE COMMUNITIES

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## INFO SHEET: INITIATING MEATLESS MONDAY IN A LOCAL SCHOOL

School Lunch

This Info Sheet was created to assist Pods that want to implement a Meatless Monday campaign, or similar initiative, to improve the nutritional quality of the lunch offerings at one or more local schools. There exists a significant amount of information about Meatless Mondays on the web, including particularly useful resources created by The Humane Society of the United States (HSUS). The HSUS has a comprehensive program for Meatless Monday which is implemented through their Forward Food program, and can offer significant value to Pods as they advance a school campaign.

It is worth noting that while instituting a Meatless Monday campaign at a school would be an important step in the right direction for any school that serves the standard American lunch fare, there are many other improvements even beyond a Meatless Monday campaign that could have a healthy impact on school children's health. Communities may view the Meatless Monday program as a first step and continue on to implement other programs/changes following a successful Meatless Monday program.

### About Meatless Monday

The Monday Campaigns is "[a public health initiative, associated with Johns Hopkins, Columbia and Syracuse universities, that dedicates the first day of every week to health. Every Monday, individuals and organizations join together to commit to the healthy behaviors that can help end chronic preventable diseases.](#)" Meatless Monday, skipping meat one day a week, is just one of the many campaigns that are implemented through the Monday Campaigns public health initiative. According to the Monday Campaigns website, "Meatless Monday is a global movement with a simple message: one day a week, cut out meat! Launched in 2003 in association with Johns Hopkins Bloomberg School of Public Health, Meatless Monday is now embraced in more than 40 countries." Their goal is to "reduce meat consumption by 15% for our personal health and the health of the planet." According to the Monday Campaigns website, "participants in the Campaign are provided information, recipes, and free materials to help individuals, schools, restaurants, hospitals, food companies, and communities start each week with healthy, environmentally-friendly, and meat-free meals." For more information on the origin of Meatless Monday, and to access the resources mentioned above, see [MeatlessMonday.com](http://MeatlessMonday.com).

### Implementing Meatless Monday In Schools with HSUS

The HSUS offers a comprehensive program to implement a Meatless Monday campaign in school(s). The first step is to complete the steps in the *Action Sheet: Overview of Conducting a Healthy School Lunch Initiative*, which includes: forming a committee, setting a goal, and establishing a connection with your food service director. At that point, HSUS can help with the rest! Introducing a Meatless Monday Campaign in a local school requires support, networking, and planning. The HSUS can assist Pod members and their committees by providing:



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- Recipe and menu planning by HSUS registered dietitians
- Advice on which plant-based foods to purchase
- Educational seminars and chef training classes
- Marketing support and materials
- Most of what HSUS offers is free. The only cost is that the dining operation must pay for the ingredients associated with the workshop.

To obtain more information about working with HSUS to introduce a Meatless Monday campaign to a school in your community, contact Karla Dumas, RDN, via email at: [kdumas@humanesociety.org](mailto:kdumas@humanesociety.org).

This Info Sheet was written with the help of Karla Dumas, RDN, at The Humane Society of the United States (HSUS).