

NewYork-Presbyterian Hospital Case Study



Program Overview:

Meatless Monday worked with NewYork-Presbyterian Hospital (NYP) and Johns Hopkins Center for a Livable Future to implement and evaluate a Meatless Monday campaign to reduce meat consumption and educate hospital employees on the benefits of plant-based eating.

Duration:

One-year promotional campaign.

Target Audience:

23,000+ hospital employees, focusing on diners at four of their largest hospital cafeteria sites.

Program Implementation:

Meatless Monday collaborated with NYP's sustainability, nutrition, and foodservice staff to launch a system-wide campaign to persuade employees to choose meatless meals at its largest cafeterias. Meatless menu options were featured every Monday, and promoted using Meatless Monday messages about the health and environmental benefits of choosing plant-based foods.

Evaluation and Outcomes:

- Pre- and post-surveys were conducted at the four cafeteria locations. Survey respondents indicated that the Meatless Monday campaign influenced their decisions about meat consumption.
- Most effective promotion methods:
 - Signs near food items in the cafeteria
 - Signs on tables in the cafeteria
 - Signs at the entrance of cafeteria

Meatless Monday: A Simple Change With Long-Term Benefits

Meatless Monday is an idea that's simple to understand and easy to implement: skip meat for delicious plant-based meals one day a week.

What about changes to operations due to COVID-19?

Meatless Monday can still be prominent in your hospital's foodservice and communications. Plant-based foods can add diversity to Grab-and-Go meal options and be featured as a way to support a healthier immune system.

While NYP was able to do a full-scale promotion in 2018-19 as reflected in this case study, we recognize that operations have changed due to COVID-19. If your hospital isn't able to feature on-site promotions, we offer many digital and social media graphics to highlight the benefits of meatless meals. For support in adapting your Meatless Monday promotions, submit a request at mondayscampaigns.org/contact-us/start-a-program or info@mondayscampaigns.org.



About Meatless Monday

Launched in 2003, Meatless Monday is a non-profit initiative of The Monday Campaigns, developed in collaboration with the Center for a Livable Future at the Johns Hopkins Bloomberg School of Public Health. With free resources such as global research briefs, how-to-guides, social media assets, and creative graphics, it's easy for your organization to quickly start and maintain a Meatless Monday program.

For our complete hospital program guide, go to: meatlessmonday.com/hospitals

Top Reasons to Promote Meatless Monday in Your Hospital

- 🌱 **Consumers want more plant-based options.**
More than half of Americans are cutting back, considering cutting back or have cut back on meat, primarily for their health.⁽¹⁾
- 🌱 **Boost your immune system.**
Plant-based foods provide the nutrients necessary for a healthy immune system.⁽²⁾
- 🌱 **A healthy start to the week can lead to better choices down the road.**
Meatless Monday participants make healthier food choices throughout the week.⁽³⁾
- 🌱 **Interest in Meatless Monday is growing.**
It's been adopted in more than 40 countries!
- 🌱 **It's good for the planet.**
Choosing plant-based foods instead of meat reduces your environmental footprint.

Tips for Making Meatless Monday a Success

- 🌱 Don't completely eliminate meat from your menu. Simply highlight tasty plant-based dishes on Monday.
- 🌱 Present meatless items with the other entrees or specials on your menu.
- 🌱 Ensure meatless options look and sound enticing.
- 🌱 Highlight the health and environmental benefits of Meatless Monday.
- 🌱 Train staff about Meatless Monday and offer samples to encourage customer trial.

1. Data Decisions Group Consumer Survey for The Monday Campaigns, 2019

2. The Monday Campaigns website, March 2020. mondaycampaigns.org/meatless-monday/boosting-your-immune-system-with-plant-forward-eating

3. Data Decisions Group Consumer Survey for The Monday Campaigns, 2019

