

USING MONDAY as the day to promote & sustain healthy behaviors

Peggy Neu President, The Monday Campaigns

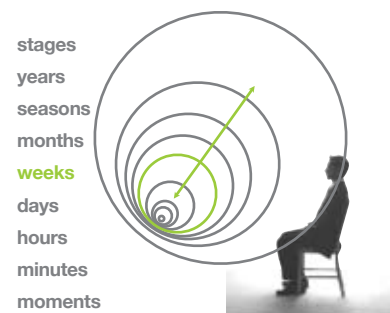


Healthy Monday is a project of Columbia University Mailman School of Public Health, Johns Hopkins Bloomberg School of Public Health and Syracuse University Newhouse School of Public Communications.

WEEKLY PERIODICITY

Frequent messages can be effective in changing health behaviors

Studies show that frequent messages can be particularly effective when perceived as personal and regular.



The week is critical in shaping human lives

Moving through our daily lives we tend to think in terms of weeks. Our calendars reflect this. We use them to discover where we should be and also to plan ahead.



CULTURAL SIGNIFICANCE

Monday is a shared cultural experience

66% of Americans start the work week on Monday. Even more internalize this experience at an early age in school.



Monday carries negative connotations

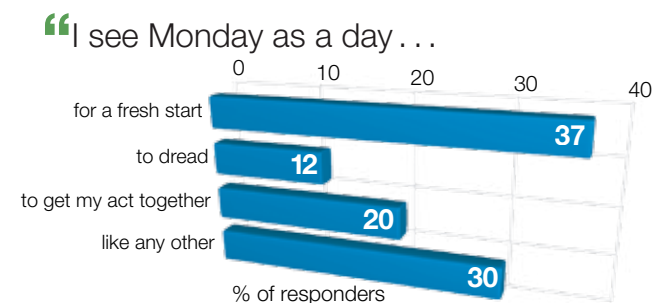
Monday is portrayed in popular culture as a negative experience but studies show that the Monday blues derive more from collective perceptions than actual experience.



But there is a growing movement to reframe Monday positively

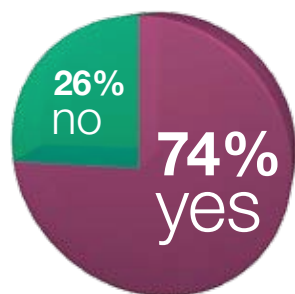
ATTITUDES & BEHAVIORS

People already use Monday as the day dedicated to health

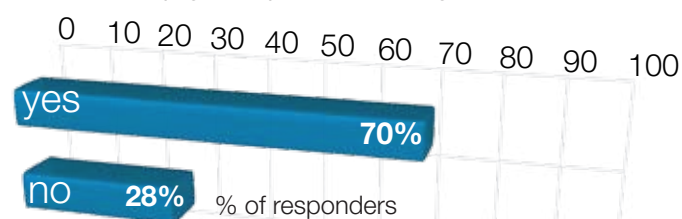


On Monday, people set healthy intentions and look for support

“Will a Monday start help you stick to your weekly health regimen?”



“Are you open to weekly reminders to help you uphold healthy intentions?”



Monday as a health day can improve our health and well-being!

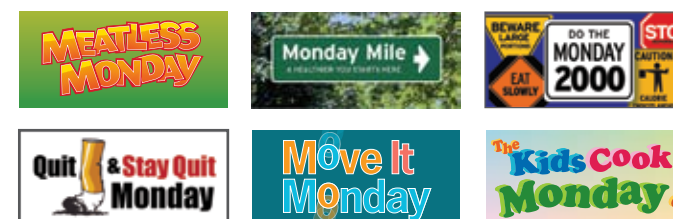


Negative health events spike on Monday as people return to structured routines

There's an increase in occupational injuries, strokes, suicides, heart problems and referrals to secondary care.



Free info & programs at healthymonday.org



The day all health breaks loose