THE MEATLESS MONDAY CAMPAIGN

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Meatless Monday Campaign

- **2003**: Inception of Meatless Mondays
- **3.8 million**: Population of Los Angeles
- **2012**: LA passes the Meatless Monday resolution, unanimously
- **50%**: Of families are familiar with Meatless Monday
EVALUATION PURPOSE

Los Angeles

Future Cities
<table>
<thead>
<tr>
<th>Inputs</th>
<th>Activities</th>
<th>Outputs</th>
<th>Short-Term Outcomes</th>
<th>Medium-Term Outcomes</th>
<th>Long-Term Outcomes</th>
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<tbody>
<tr>
<td>The Monday Campaigns, in collaboration with Lerner Center: Meatless Monday Staff</td>
<td>Develop an informational document for the Meatless Monday campaign</td>
<td>Informational, well-designed document with pertinent information about Meatless Mondays</td>
<td>650,000 meat-free meals each Monday, in participating schools</td>
<td>Improved health among consumers at participating organizations</td>
<td>Improved health among consumers at participating public and private organizations</td>
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<td>Compassion Over Killing staff salary and time</td>
<td>Develop concise, step-by-step printed guide for implementation</td>
<td>Clear comprehensive implementation guides for participating organizations</td>
<td>Positive staff attitudes about Meatless Mondays implementation in their organization</td>
<td>Reduced meal costs to participating organizations</td>
<td>Decreased carbon footprint and negative environmental impact</td>
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<td>Participating Businesses and Organizations: Schools/school administrators, Restaurant owners, Boys and Girls Club, Hotel owners</td>
<td>Contact potential program champions at public and private organizations with a clear overview of the campaign</td>
<td>95% of public and private organizations approached participate in Meatless Mondays, in some form</td>
<td>Positive administrator attitudes about Meatless Mondays implementation in their organization</td>
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<td>Food vendors</td>
<td>Reach out to food vendors regarding increasing vegetable and fruit produce, and organic, free-range dairy/eggs</td>
<td>Good quality, affordable produce available from participating locations’ food vendors</td>
<td>Positive food vendor attitudes about Meatless Mondays implementation in their organization</td>
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<td>Media representatives</td>
<td>Contact media representatives with clear, non-threatening message</td>
<td>Positive, accurate press releases and news articles in the media</td>
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<td>Consumers, including students &amp; parents in the school district</td>
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DIFFUSION OF INNOVATION

BRAND CAMP

NEW PRODUCT ADOPTION

I THINK I CAN
I THINK I CAN

I HEARD
ASHTON
KUTCHER
HAS ONE

I FOUND IT AT
SAM’S CLUB

SIGH

WHAT NEW
PRODUCT?

INNOVATORS
EARLY ADOPTERS
EARLY MAJORITY
LATE MAJORITY
LAGGARDS

OOF, I’M
PATHEtic

JUST WORKING
OUT THE
KINKS

WON

BRIllIANT

THE CHASMA

SMOOTH SAILING

by Tom Fishburne

| 01 | What is the reach of the campaign? |
| 02 | To what degree did participating organizations promote and implement the Meatless Monday Campaign? |
| 03 | What aspects of the implementation process act as barriers or facilitators in the adoption of the campaign? |
LIMITATIONS

Limited generalizability

Breadth & diversity of Stakeholders

Lack of baseline data

Lack of program plan
RECOMMENDATIONS

Create a program plan
Conduct a situational analysis
Collect pre-implementation data
Questions?