

# The Monday Campaigns

## The Science behind The Monday Campaigns

The day all health breaks loose.

### HIGHLIGHTS FROM JOHNS HOPKINS MONDAY RESEARCH

**CONCLUSION:** Health promotions that utilize weekly periodicity and the unique cultural associations of Monday as the beginning of the week have the potential to positively affect a range of health behaviors.

#### FINDINGS:

**1. The week is a critical unit of time in shaping human life.** We plan our lives by the week, keeping track of where we've been and where we're going. Studies support the idea that frequent, periodic health messaging which taps into this pervasive weekly rhythm can be effective.

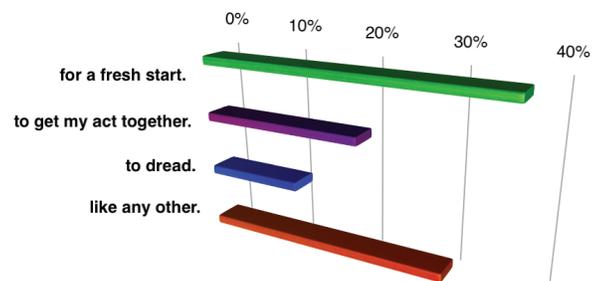
**2. Monday has special significance in Western culture as the beginning of the week.** While there are negative associations around the "Monday blues" in popular culture, there are multiple efforts to reframe Monday positively as an opportunity for a fresh start. One study found that 57% of people saw Monday as an opportunity for a fresh start and a day to "get my act together."

**3. Health promotions at the beginning of the week have the potential to reduce negative health events.** There's a spike in heart problems, occupational injuries, strokes, suicides and referrals to secondary care on Monday, which researchers believe is caused by stress, unhealthy weekend behaviors and disruption of sleep cycles. Health promotions that foster a positive transition back to a structured routine have the potential to improve these outcomes.

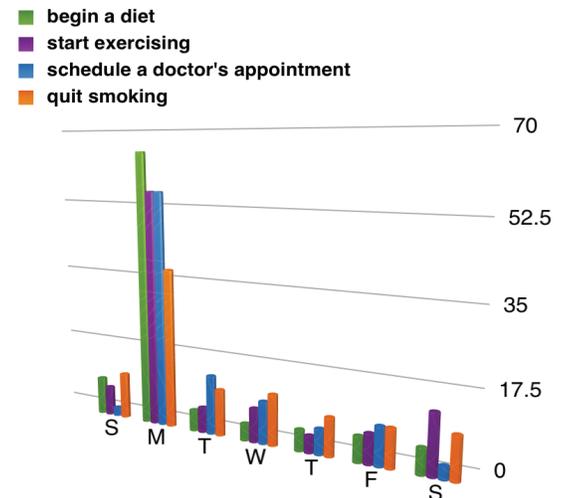
**4. People are already using Monday as health day.** They're more likely to start diets, exercise regimens, quit smoking and schedule doctor's appointments on Monday than any other day. Health promotions that can reinforce this behavior can help people stay on track with their health goals.

**5. On Mondays, people are seeking health information.** Internet searches related to health behaviors are higher on Monday than on other days of the week. (For example: "healthy recipes," "healthy kids," "healthy weight.")

#### I see Monday as a day...



#### What day are you most likely to...



#### Relative volume of Google searches involving the word "Healthy"

