



ACTIVATE
2023 | NATIONAL WELLNESS CONFERENCE

Activating Inclusive & Holistic Well-being for All with NWI's 21-Day WELL Challenge

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Learning Objectives

-  Explain the origins and history of NWI's 21-Day **W.E.L.L.** Challenge.
-  Describe how the 21-Day **W.E.L.L.** Challenge can be used to activate and enhance well-being around the world.
-  Implement successful challenge programs with individuals and organizations of all sizes using NWI's 21-Day **W.E.L.L.** Challenge Professional Toolkit.

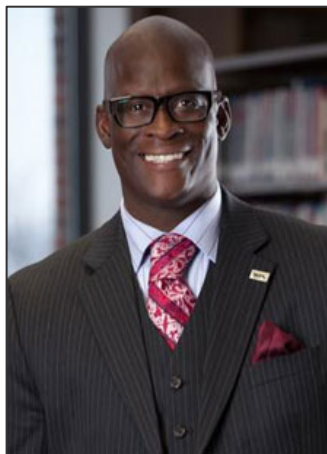


Idea Origination & Historical Context

Summer 2020



Dr. Eddie Moore, Jr: Keynote Speaker, NWC 2020



Dr. Eddie Moore, Jr.
The Privilege Institute
Founder & Executive Director



A potential collaboration?



Absolutely! The result?





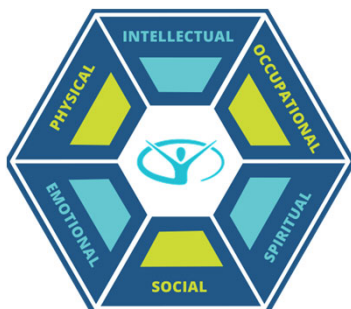
Challenge Overview



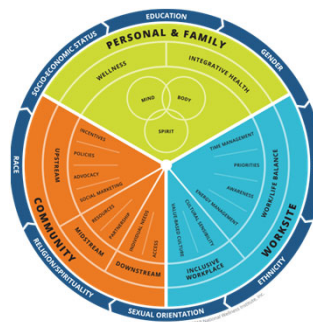
What is the Challenge?

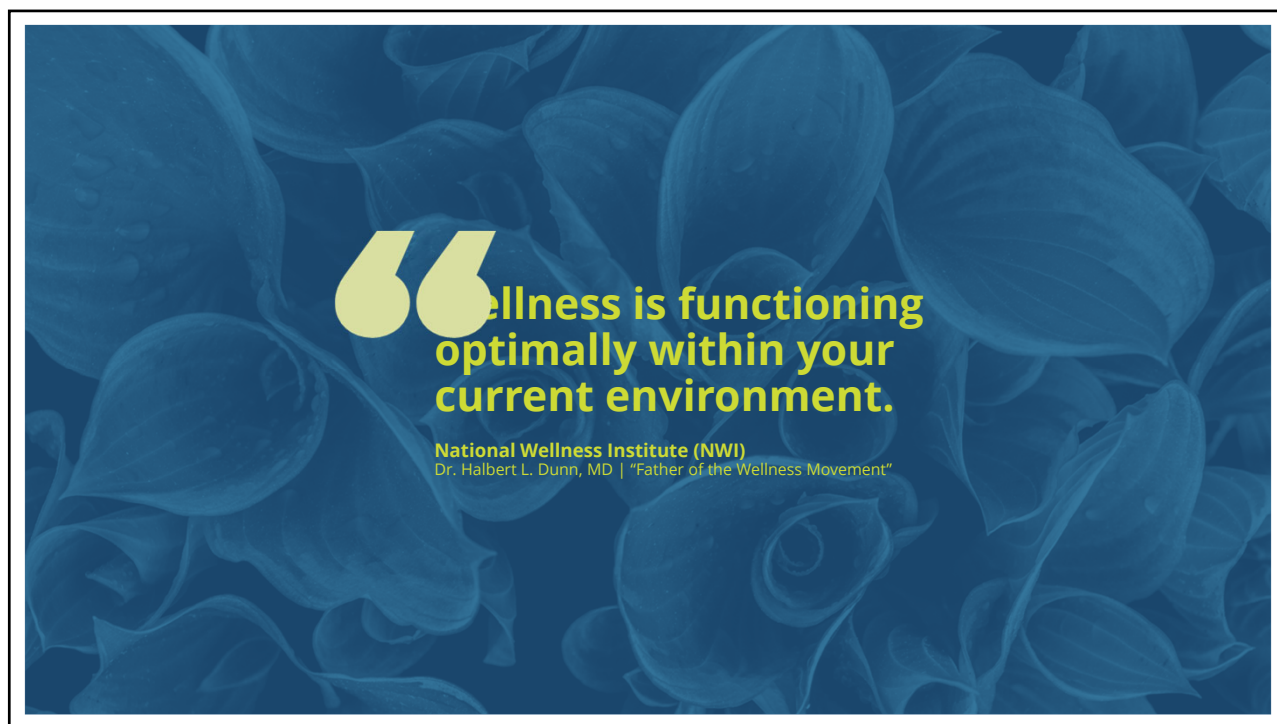
NWI's **21-Day WELL Challenge** is a self-guided, daily learning challenge designed to help you expand your understanding of NWI's Six Dimensions of Wellness through a multicultural lens.

NWI's Six Dimensions of Wellness



NWI's Multicultural Wellness Wheel







W

W=Whole Person

It is important to focus on all aspects of life and to recall that wellness is multidimensional in nature.

This doesn't mean working on multiple goals or taking multiple action steps within all dimensions of wellness at one time.

Since the human brain is hard-wired to focus on and complete just one task at a time, it is important to acknowledge that all dimensions of wellness are connected and interrelated.

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E

E= Environment

The environment has a significant impact on one's health, happiness, and well-being.

It is important to stay attentive to the variety of available resources, tools, and supporting practices that can be implemented to promote optimal well-being in various environments (*where we live, work, learn, play, and reflect*), along with the purposeful changes that can be made to enhance one's goals, action steps, and outcomes.

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L=Lifestyle

Wellness Activators can help individuals function optimally within their current environment.

Lifestyle is defined as *“the way in which a person lives,”* and—unlike other aspects of life—is built on the intentional choices and changes one makes to achieve the outcomes they desire.

When exploring the Wellness Activators that support a healthy lifestyle, it is important to consider how those Activators relate to each of the Six Dimensions of Wellness.

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L=Learning

Learning and self-awareness come from considering where one falls in each dimension of wellness, the environmental impact, and the Wellness Activators that support thriving.

Understanding how this information can be activated to further advance one's personal and professional pursuits is instrumental to one's growth, paves the way for setting and achieving purposeful goals, and gives individuals the greatest chance of success in reaching their full potential.

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Building the Challenge: UWG Team & Students



UWG Students & Staff

The following UWG students were instrumental in putting together the daily activity resources and working with NWI Graduate Intern, Meghan Hedrick, to bring the 21-Day WELL Challenge to life.

Working in collaboration with Dr. Eddie Moore, Jr., the NWI Board of Directors and the NWI staff, this Challenge couldn't have been launched without them!



Alex Rodriguez



Matt Owens



Caitlin Vaughn



Program Launch: NWC 2022



Program Launch: NWC 2022



Dr. Eddie Moore, Jr. is
#LivingWELL and practicing
#RadicalSelfCare in Greece,
#Reading, #Reflecting,
#Researching & **MOORE!**

WHERE IN THE WELL ARE YOU?
#WhereInTheWELL








What's next?
Build a group program!



Pilot Program #1:
Central College

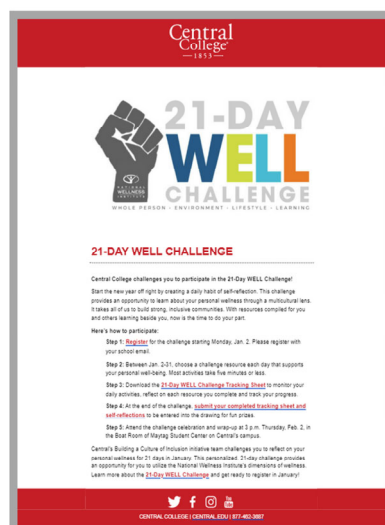







Pilot Program #1: Central College, Iowa

-  Commitment from the college
-  Offered to all employees and students
-  Regularly scheduled encouragement & reminder emails
-  Celebration and recognition at the conclusion of the Challenge
-  Review of collected feedback from Challenge participants



Outgoing Communications



-  Step 1: Register for the Challenge
-  Step 2: Download the tracking sheet
-  Step 3: Complete 21 days of activities
-  Step 4: Submit tracking & reflections
-  Step 5: Attend post-Challenge celebration



Post-Challenge Celebration



Your WELL journey doesn't have to end when your 21-Day WELL Challenge is over!

Use the reflection questions and goal-setting prompts below to continue developing your habits and to optimized your personal wellness journey. These prompts are designed to help you reflect on your experience during the Challenge and create personalized goals using NWI's WELLGoals framework.

- What are your overall reactions to the Challenge?
- What is something that aligned with your thinking/values?
- What is something still circling in your head?
- How does what you learned impact your life/work?
- Did anything inspire you?
- How can you apply what you've learned?
- What emotions did you feel during the challenge?



Individual Enrollment & Group Sign-up



INDIVIDUAL REGISTRATION

www.NationalWellness.org/Challenge

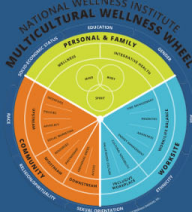


WELCOME TO THE 21-DAY WELL CHALLENGE!

[Learn More](#)[Register Now](#)[Daily Resources](#)[Submit Info](#)

INDIVIDUAL REGISTRATION

www.NationalWellness.org/Challenge



What is the 21-Day WELL Challenge?

The **21-Day WELL Challenge** is a self-guided, daily learning challenge designed to help you expand your understanding of NWI's Six Dimensions of Wellness through a multicultural lens.

Research tells us that it takes twenty-one days to start the process of building a new habit and twice that long to solidify it as a lasting behavioral change. Your participation in this unique Challenge will be the beginning of an ongoing journey toward a new WELL lifestyle.

It is our hope that participation in this challenge helps you expand the habits of learning and engaging in your personal wellness journey.

Our exclusive WELL Challenge was developed using NWI's Multicultural Wellness Wheel, Six Dimensions of Wellness, and the 21-Day Racial Equity Habit Building Challenge. The 21-Day Racial Equity Habit Building Challenge was created by Dr. Eddie Moore Jr. (#BlackMind) and co-developed with Debby Irving and Dr. Marguerite Penick (#DiverseSolutions). Since its inception, the original challenge has been adopted by organizations, associations, and corporations across the nation and around the world.

INDIVIDUAL REGISTRATION

www.NationalWellness.org/Challenge

Daily Instructions

Step 1.

Each day choose a Challenge resource to read, watch, listen, act, or reflect that supports your **WHOLE PERSON** wellbeing.

Step 2.

Consider how the daily challenge resource applies to your **ENVIRONMENT** - where you live, work, play, learn & reflect.

Step 3.

Make it a **LIFESTYLE!** Use your 21-Day WELL Challenge tracking sheet to help establish your daily habits.

Step 4.

What did you **LEARN?** Reflect on each day's Challenge experience using the provided W.E.L.L. reflection prompts.

Daily Challenge Resources


MULTICULTURAL WELLNESS (Days 1-3)



INDIVIDUAL & GROUP REGISTRATION

PARTICIPANT RESOURCES




Instructions & Daily Activities



Action Steps for a Successful Challenge

Upon enrollment, you should have received a welcome email with detailed instructions for tracking your daily activities and joining the optional 21-Day WELL Challenge group inside [21-Day WELL Challenge](https://www.nationalwellness.org/21-Day-Well-Challenge). If you don't have an NWI member account, simply create a guest account for FREE.

Your 21-Day WELL Challenge starts the day after you enroll and all suggested resources can be found online or in this comprehensive resource guide.








Step #1
Each day choose a Challenge resource to read, watch, listen, act, or reflect that supports your WHOLE PERSON wellbeing.

Step #2
Consider how the daily challenge resource applies to your ENVIRONMENT – where you live, work, play, learn, and reflect.





Step #3
Make it a LIFESTYLE! Use your 21-Day WELL Challenge tracking sheet to help establish your daily habits and experience improvements over time.

Step #4
What did you LEARN? Reflect on each day's Challenge activities and experiences using the WELL reflection prompts provided on your 21-Day WELL Challenge tracking sheet.




Excited about the Challenge? Stay on track and stay accountable.
Invite a colleague, friend, or family member to join with you!

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-  Challenge Introduction & Overview
-  Access to All Challenge Resources
-  Links to All Recommended Activities
-  Step-by-step Directions for All 21 Days:
 - Days 1-3 = Multicultural Wellness
 - Days 4-6 = Emotional Dimension
 - Days 7-9 = Physical Dimension
 - Days 10-12 = Intellectual Dimension
 - Days 13-15 = Occupational Dimension
 - Days 16-18 = Spiritual Dimension
 - Days 19-21 = Social Dimension



INDIVIDUAL & GROUP RESOURCES Six Dimensions of Wellness

The National Wellness Institute's
SIX DIMENSIONS OF WELLNESS
Defining & Assessing Wellness

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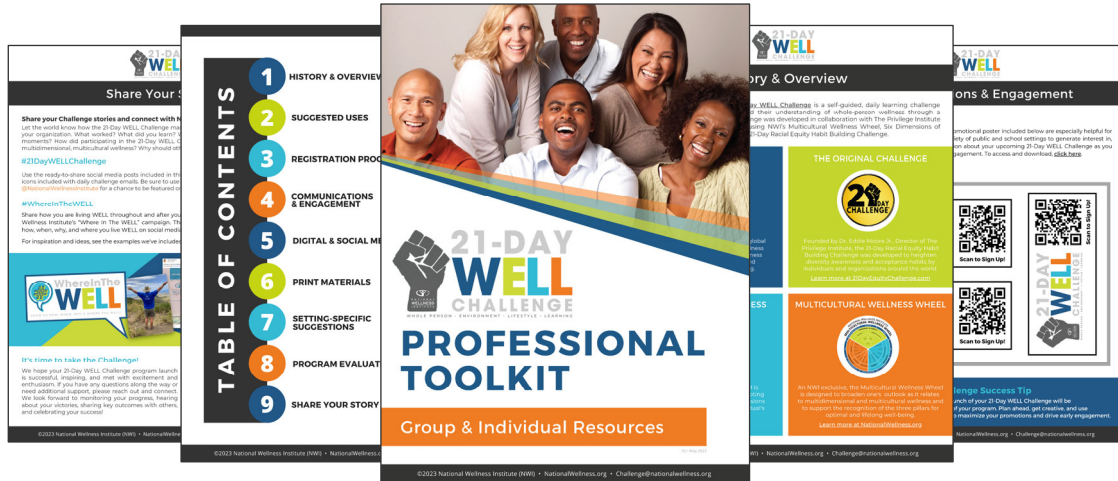


The National Wellness Institute's
SIX DIMENSIONS OF WELLNESS
Self-reflection & W.E.L.L. Plan

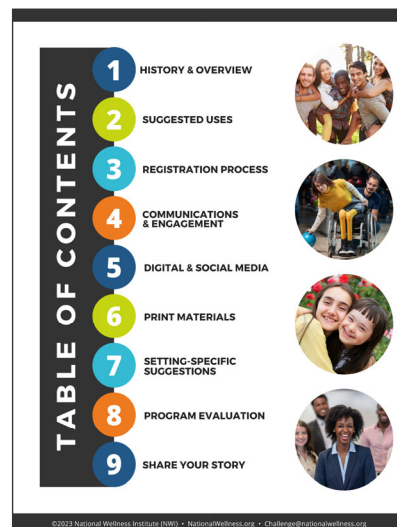
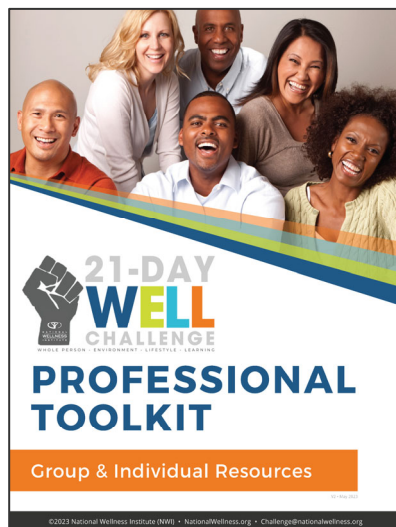
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NationalWellness.org/Resources

GROUP REGISTRATION Professional Toolkit



Everything you need for success!



History, Overview & Suggestions

History & Overview

The National Wellness Institute's 21-Day WELL Challenge is a self-guided, daily learning challenge designed to help participants expand their understanding of whole-person wellness through a multicultural lens. This exclusive challenge was developed in collaboration with The Privilege Institute and the University of West Georgia using NWI's Multicultural Wellness Wheel, Six Dimensions of Wellness, and the well-known original 21-Day Racial Equity Habit-Building Challenge.

THE NWI MISSION

The National Wellness Institute (NWI) is a global champion for inclusive, whole-person wellness and enriches the lives and careers of wellness professionals by providing education and learning that promotes lifelong learning.

[Learn more at NationalWellness.org](#)

THE ORIGINAL CHALLENGE

Founded by Dr. Robin Lovins Jr., Director of The Privilege Institute, the 21-Day Racial Equity Habit-Building Challenge was developed to promote diversity awareness and acceptance habits by incorporating seven generations around the world.

[Learn more at 21DayEquityChallenge.com](#)

SIX DIMENSIONS OF WELLNESS

NWI's Six Dimensions of Wellness model is recognized as the gold standard for promoting the interconnections of multiple dimensions and personal factors influencing an individual's journey to true wellness.

[Learn more at NationalWellness.org](#)

MULTICULTURAL WELLNESS WHEEL

An NWI exclusive, the Multicultural Wellness Wheel is designed to broaden one's outlook as it relates to multidimensional and multicultural wellness and to support the recognition of the three pillars for personal and lifelong well-being.

[Learn more at NationalWellness.org](#)

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Suggested Uses

The 21-Day WELL Challenge Toolkit was purposefully designed to help wellness professionals raise awareness and guide their clients and communities toward a more WELL life. The array of resources provided will equip you to take action on and evaluate your own 21-Day WELL Challenge while also offering suggestions to further engage and support both individuals and groups for the greatest impact and benefit.

Group Settings

The exercises and questions included in this toolkit are intended to facilitate in-depth discussions, connection, compassion, and comradery among 21-Day WELL Challenge participants. It is especially applicable in, but is not limited to, the following:

- Workplaces
- Group Coaching
- Colleges & Universities
- Community Centers
- Assisted Living Centers
- Clinical Groups
- Places of Worship
- Friends & Families

Individual Settings

Wellness professionals who work with individual clients or patients are highly encouraged to use the reflection prompts and tools to support personal discovery and growth, and to build new connections. This packet can be especially helpful for the following professionals:

- Coaches
- Mentors
- Practitioners
- Counselors
- Consultants
- Personal Trainers
- Nutritionists

Copyright and Challenge Use Guidelines

The National Wellness Institute (NWI) developed the array of resources and tools found inside the 21-Day WELL Challenge Professional Toolkit to help wellness professionals raise awareness and support multidimensional, multicultural wellness where they live, work, learn, play, and reflect. We encourage those implementing the Challenge to tailor the scripts, messaging, and templates provided to meet the unique needs of the individuals and groups they serve. Please note that all Challenge logos and graphics are protected by copyright and Challenge promoters are strictly prohibited from editing and distributing unapproved graphics when implementing the 21-Day WELL Challenge.

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Observances & Registration

Wellness & Multicultural Observances

The following wellness and multicultural observances align with the 21-Day WELL Challenge and can be great opportunities to launch or support group or individual challenges. For additional ideas, we recommend you download the [NWI Health & Wellness Observances Calendar](#).

January

1: New Year's Day

February

Black History Month
American Heart Month

March

Women's History Month
Irish American Heritage Month
31: Transgender Day of Visibility

April

National Arab American Heritage Month
2: Equal Pay Day
15: National ASL Day

May

South Asian Heritage Month
Haitian Heritage Month
Jewish American Heritage Month
Asian American & Pacific Islander Heritage Month
21: United Nations: Cultural Diversity Day

June

Caribbean American Heritage Month
LGBTQ+ Pride Month

July

26: Anniversary of Americans with Disabilities Act

August

26: National Women's Equality Day

September

Hispanic Heritage Month
22: Native American Day
23: Celebrate Bisexuality Day

October

Disability Employment Awareness Month
LGBT History Month
8: Indigenous Peoples' Day
11: National Coming Out Day
19: National LGBTQ+ Center Awareness Day

November

American Indian & Alaska Native Heritage Month
24: National Native American Heritage Day

December

Universal Human Rights Month

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Registration Process

There are several ways to coordinate individual or group registration for your 21-Day WELL Challenge. Upon successful registration, participants will receive a welcome email confirming their enrollment and their Challenge will begin the next day. Participants will then receive a total of twenty-one daily reminder emails encouraging them to complete brief multidimensional Challenge activities.

Individual Registration

Individuals may register for the 21-Day WELL Challenge at [NationalWellness.org/challenge](#).

Group Registration

NWI recommends one of the following registration options:

- OPTION 1: SYNCHRONOUS ENROLLMENT**
All participants will start and end their 21-Day WELL Challenge on the same day.
If you have an active NWI Individual or Organizational Member account, NWI is happy to assist with group registration. Simply use the [21-Day WELL Challenge Group Enrollment Form](#) to collect the required enrollment information from each member of your group and submit via email to [challenge@nationalwellness.org](#) at least 30 days prior to your Challenge start date.
If you do NOT have an active NWI Member account, each member of your group will need to register themselves at [NationalWellness.org/challenge](#). To streamline the registration process, you may elect to share the registration QR code provided in the participant presentation, especially if coordinating registration through unscheduled kick-off meetings or health fairs.
- OPTION 2: ORGANIZED ENROLLMENT**
Participants will enroll during a scheduled timeframe and must complete the Challenge by a pre-scheduled cutoff date. If you have an active NWI Member account, you are eligible to receive a "Group Registration Report" of all participants who enrolled in your Challenge. To do so, you will be asked to submit all common email addresses for names (for example, [name@company.com](#)) to [challenge@nationalwellness.org](#) within 30 days of the final registration cutoff date.
- OPTION 3: OPEN ENROLLMENT**
Challenge participants will enroll and complete the 21-Day WELL Challenge when it is convenient for them within a specified time frame (e.g., fiscal quarter, academic semester, annual program). Please note that this option provides the least opportunity for peer engagement and discussion and does not qualify for group reporting from NWI.

Co-brand your challenge campaign Contact NWI for details & service fees.

Interested in learning more about NWI membership?
NWI offers affordable membership options for individuals, organizations, and students. To learn more about the benefits of becoming an active NWI Member, [click here](#).

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Observances & Registration

Communications & Engagement

The 21-Day WELL Challenge Toolkit provides access to a variety of virtual and print communication materials that can be copied and customized to fit your unique Challenge needs.

Communications Checklist

- Participant Overview & Registration PowerPoint
- Participant & Facilitator Tracking Sheets
- Digital and Social Media Materials
 - Email Promotions
 - Digital Graphics & Social Media Cards
- Print Materials
 - Printable Share Cards
 - Promotional Poster
 - Reflection & WELLGoals Worksheet
 - Group and Individual Reflection Prompts

Overview & Registration PowerPoint

We encourage you to use this presentation to educate participants on the Challenge and to review the registration and post-event evaluation process. The presentation also includes a registration QR code to help facilitate synchronous registration. To access and utilize this PowerPoint, visit the [21-Day WELL Challenge Toolkit Resources page](#).

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Communications & Engagement

Printable and Shareable Participant Tracking Sheet

To access and utilize this Printable and Shareable Participant Tracking Sheet, visit the [21-Day WELL Challenge Toolkit Resources page](#).

Facilitator Online Group Tracking Sheet

To access and utilize this Facilitator Online Group Tracking Sheet, visit the [21-Day WELL Challenge Toolkit Resources page](#).

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Social Media Cards & Email Scripts

Communications & Engagement

DIGITAL GRAPHICS & SOCIAL MEDIA CARDS

Share your support of NWI's 21-Day WELL Challenge and promote the launch of your program using this collection of digital and social media graphics. They can be downloaded and saved from the [21-Day WELL Challenge Toolkit Resources page](#), included in outgoing email communications, and uploaded to your favorite social platforms. Please include the hashtag [#21DayWELLChallenge](#) and tag [@NationalWellnessInstitute](#) so we can follow along and celebrate with you!

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Communications & Engagement

SAMPLE EMAIL SCRIPTS

Introductory Email

Good morning, Team!

We have decided to start the National Wellness Institute's 21-Day WELL Challenge. This is a self-guided, daily learning challenge designed to help you expand your understanding of NWI's Six Dimensions of Wellness through a multicultural lens.

Ideally, the Challenge will help each of us create an ongoing habit of learning and engaging in a personal wellness journey. Be on the lookout for information about registration and how we will track our progress throughout the Challenge.

Please visit [NationalWellness.org/challenge](#) for more information!

Check-in Email

Hi Team,

We are over halfway through the 21-Day WELL Challenge!

Now is a great time to reflect on your progress so far. We will have a group discussion about the challenge (e.g., at the organization's next team meeting). Please reach out if you have questions and keep enjoying the process!

Congratulatory Email

Congratulations, Team!

Today is the last day of our 21-Day WELL challenge. I want to commend you for your efforts and commitment to your wellness journey, and your willingness to try something new. I'd love to hear your thoughts about the Challenge (e.g., via email, at the organization's next team meeting).

I also encourage you to share your feedback with the National Wellness Institute so they can continue to improve the Challenge experience. To do this simply click the link to the evaluation survey located in your final challenge reminders.

This is a reminder that any submitted reflections and feedback are confidential and will not be shared with the group. Please reach out if you have any questions.

21-Day WELL Challenge Success Tip

To maximize engagement and encourage daily participation, it will be important to stay connected to your Challenge participants. Scheduling key touch points along the way will help keep the Challenge top of mind and drive ongoing curiosity!

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Print & Promotional Materials

21-DAY WELL CHALLENGE

Communications & Engagement

Print Materials

The printable Challenge share cards and promotional poster included below are especially helpful for worksites, community programs, and a variety of public and school settings to generate interest in, build excitement for, and provide information about your upcoming 21-Day WELL Challenge as you work to drive participation and promote engagement. To access and download, [click here](#).

- PRINTABLE SHARE CARDS**



21-Day WELL Challenge Success Tip

Bringing evidence to the launch of your 21-Day WELL Challenge will be instrumental to the success of your program. Plan ahead, get creative, and use every available opportunity to maximize your promotions and drive early engagement.


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21-DAY WELL CHALLENGE

Communications & Engagement

- PROMOTIONAL POSTER**

To access and download, [click here](#).



Are you looking to expand your understanding of multicultural wellness?

Join the 21-Day WELL Challenge and learn about each of the Six Dimensions of Wellness through a multicultural lens. This challenge was developed using the 2000 Multicultural Wellness Wheel, with Six Dimensions of Wellness, and Dr. Eddie Moore 3x/21-Day Racial Equity Multi-Building Challenge!

STEP 1 Find key wellness challenge topics to explore, such as, or within that expands your understanding of wellness and being.

STEP 2 Explore the topic and learn about it, such as, or within that expands your understanding of wellness and being.

STEP 3 Explore a challenge, such as, or within that expands your understanding of wellness and being.

STEP 4 When you are ready, challenge yourself to try it, or within that expands your understanding of wellness and being.

Learn • Connect • Grow
Make wellness a habit!

#21DayWELLChallenge NationalWellness.org/Challenge

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Worksheets & Reflection Prompts

21-DAY WELL CHALLENGE

Communications & Engagement

- REFLECTION & WELLGOALS WORKSHEET**

To access and download, [click here](#).



Reflection & WELLGOALS Worksheet

Use the reflection questions and goal-setting prompts below to continue developing your habits and increasing your personal wellness journey. These prompts are designed to help you reflect on your experience during the Challenge and create personalized goals using the WELLGOALS Framework.

REFLECTION QUESTIONS

- Which dimension of wellness stood out to you the most during the Challenge?
- Why do you believe that dimension stands out as important to you?
- How would you rate your current level of wellness in that dimension? (Rate yourself using a scale from 1 (poor) to 10 (strong))
- Describe a personal goal or challenge you hope to achieve.
- How would you feel as a 10 in that dimension?
- What would the "10" version of yourself be doing differently?
- What wellness goal would you like to set for wellness in that dimension?
- Who can provide support to help you continue progressing toward a 10?
- How will changes in this dimension impact your wellness in other dimensions?

WELLGOALS

Use these WELLGOALS prompts to help you plan out your new behavior:

- IMPACTING** - Are the goals you're setting definitive, precise, and focused?
- MEASURABLE** - Is your goal clear and measurable parameters for success?
- ACTIONABLE** - Can you take consistent and ongoing action toward your goal?
- REAL** - Is your goal realistic and achievable, or beyond your control?
- TIMED** - What time triggers (start, finish, frequency, etc.) will you set?
- EXCITING** - How excited and enthusiastic are you about your goal?
- RELEVANT** - Are your goals in alignment with your purpose and values?

#21DayWELLChallenge #WhereintheWELL

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21-DAY WELL CHALLENGE

Communications & Engagement

Individual and Group Reflection Prompts

Consider using these reflection prompts to engage your Challenge participants and facilitate ongoing conversations with your clients and/or groups during and after the 21-Day WELL Challenge.

1. What made you decide to start the 21-Day WELL Challenge?
2. What helped you keep going and continue with the challenge?
3. What are three important points you learned?
4. What is something that aligned with your thinking/values?
5. What is something still circling in your head?
6. What was your biggest take-away?
7. Did anything surprise you?
8. Is there a topic/dimension you feel inspired to learn more about?
9. Do you disagree with anything?
10. How does what you learned impact your life/work?
11. Did anything inspire you?
12. Who would you share the challenge with?
13. Is there a specific resource you would share with a friend? With whom would you share it?
14. How has your understanding of wellness changed?
15. How has your understanding of multicultural competency changed?
16. How can you apply what you've learned?
17. How would you summarize the material if you were to share this with a friend?
18. How does the new material tie into your previous idea of wellness?
19. What emotions did you feel during the challenge?
20. How easy or difficult was it to be consistent?
21. What helped you stay on track and complete the challenge?
22. What does wellness mean to you?
23. Is there a dimension of wellness that you struggle with?
24. Which dimension of wellness are you thriving in?
25. If you had to pick one dimension to focus on for 21 days, which would you choose?
26. What questions do you have?

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Setting-specific Suggestions

Setting-specific Suggestions

Below are suggestions and examples for implementing the 21-Day WELL Challenge with college and university students and faculty members. More engagement means more impact! Help your group grow by embarking on the 21-Day WELL Challenge journey together.

University Assignments

- Choose one or two resources from the dimension that stood out to you most. Then, write a brief summary/reflection on the resource and its application to your life. Use the WELL prompts as inspiration for the reflection.
- Complete the 21-Day WELL Challenge and write a 3-page paper on your experience as a whole. What stood out to you most? Were you consistent? Which resources were your favorite? How do you plan to apply what you've learned? Would you share this challenge with a friend?
- Have a conversation with a trusted friend, instructor, or wellness coach and determine which dimension(s) you feel need deeper attention. Choose three resources from that dimension to help you set goals to create and activate a wellness improvement plan.
- Seek out and find additional resources to add to those provided through the Challenge. Look for podcasts, songs, and videos under 15 minutes, or anything you would consider a "short" read. Create a document with links to all resources and include brief justification for each resource.
- Choose one dimension of NWI's Six Dimensions of Wellness (i.e., Emotional, Physical, Intellectual, Occupational, Spiritual, Social) and create a presentation on the importance of that dimension. Draw from various resources in the Challenge to define and explain the dimension to your peers.
- Invite a friend or family member to participate in the 21-Day WELL Challenge. After they have completed the challenge, utilize the reflection prompts to interview them about their personal experience and how they plan to move forward with their new knowledge and behaviors.

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Setting-specific Suggestions

Worksite Activities

- Create a 21-Day Challenge phone, email, or online chat group to communicate and stay connected.
- Have weekly conversations about multidimensional wellness or the Challenge at lunchtime.
- Break into small groups and encourage conversation and goal setting.
- Bring in health/wellness coaches to help employees set goals and establish healthy routines.
- Celebrate and discuss your challenge experience with a post-Challenge party.
- During staff or team meetings, ask participants to share their favorite quotes, facts, and resources from the Challenge with the group.
- Establish a community 21-Day WELL Challenge whiteboard for employees to leave their thoughts and/or track their progress.

Worksite Incentive Ideas

Incentives can be a great way to encourage employee participation and engagement with the 21-Day WELL Challenge. Incentives do not have to be expensive or complicated and can be collected from the community as donations. Think outside the box and get creative!

Lowest cost incentive ideas:	Higher cost incentive ideas:
<ul style="list-style-type: none"> Healthy snacks Water bottle Gym bag Yoga mat Headphones Exercise bands Cooking tools Grocery card 	<ul style="list-style-type: none"> Gym membership Meal service membership Dart Time Off (PTO) Gym shoes Fitness equipment Free wellness coaching Standing desk Gift certificate

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Survey & Sharing Opportunities

21-Day WELL Challenge Participant Survey

To help NWI continue expanding and improving the 21-Day WELL Challenge and to provide helpful resources for others in the future, participants are encouraged to submit their personal reflection sheets and complete a brief **21-Day WELL Challenge Participant Survey** upon successful completion of their Challenge. Participants who enroll directly with NWI or who are enrolled synchronously will receive direct links to submit both in their final Challenge communications.

Those with an active NWI Member account who select the Organized Group Registration option may request a Tracking Sheet Submission Report that will include a list of all participants who submitted a tracking form before the scheduled deadline.

NWI wishes to extend special recognition to the following individuals and organizations for their contributions to the creation of NWI's 21-Day WELL Challenge:

Dr. Eddie Moore, Jr.

Dr. Eddie Moore, Jr. is the CEO & Founder of The Privilege Institute in Green Bay, WI. He is recognized as one of our nation's leading speakers and educators. He is featured in the film "I'm not Racist...Am I?" and continues to serve as the Founder/Program Director for the White Privilege Conference (WPC).

Dr. Moore created the original 21-Day Social Equity Habit-Building Challenge(s) to help all people, everywhere better understand and address issues surrounding equity, inclusion, privilege, leadership, and supremacy in a way that facilitates the development of habits by stretching learning over 21 consecutive days.

University of West Georgia

The University of West Georgia's Health and Community Wellness program prepares high-quality working professionals for employment in workplaces such as fitness centers, hospitals, schools, and more. Through program courses and experience, candidates are prepared to help people, organizations, and communities change lifestyle behaviors to improve health outcomes, decrease chronic disease, and lower healthcare costs.

In conjunction with NWI's Board of Directors, the following students are recognized for their contributions to this program: Alex Rodriguez, Matt Owens, and Caitlin Vaughn.

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Share Your Story

Share your Challenge stories and connect with NWI on social media!

Let the world know how the 21-Day WELL Challenge made an impact on you, your participants, and your organization. What worked? What did you learn? What were your key takeaways and "ah-ha" moments? How did participating in the 21-Day WELL Challenge change the way you think about multidimensional, multicultural wellness? Why should others participate in the Challenge?

#21DayWELLChallenge

Use the ready-to-share social media posts included in this packet or simply click on the social media icons included with daily challenge emails. Be sure to use the hashtag #21DayWELLChallenge and tag @NationalWellnessInstitute for a chance to be featured on our social media platform!

#WhereInTheWELL

Share how you are living WELL throughout and after your Challenge by participating in the National Wellness Institute's "Where In The WELL" campaign. Throw your hands up, have fun, and show us how, when, why, and where you live WELL on social media using the hashtag #WhereInTheWELL.

For inspiration and ideas, see the examples we've included below!

It's time to take the Challenge!

We hope your 21-Day WELL Challenge program launch is successful, inspiring, and met with excitement and enthusiasm. If you have any questions along the way or need additional support, please reach out and connect. We look forward to monitoring your progress, cheering about your victories, sharing key outcomes with others, and celebrating your success!

Thank you!

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Pilot Program #2: UWG



Pilot #2: University of West Georgia

UWG Roles & Responsibilities

- Secured support from UWG and the University System of Georgia.
- Offered the 21-Day WELL Challenge to all employees and dependents.
- Scheduled regular, daily email reminders (via NWI system).
- Awarded USG "WELL-being Points" to qualifying* participants.
- Collected tracking forms, evaluations, and program feedback.



Intro, Overview & Promo Video



UWG + NWI 21-Day WELL Challenge Intro Video
National Wellness Institute

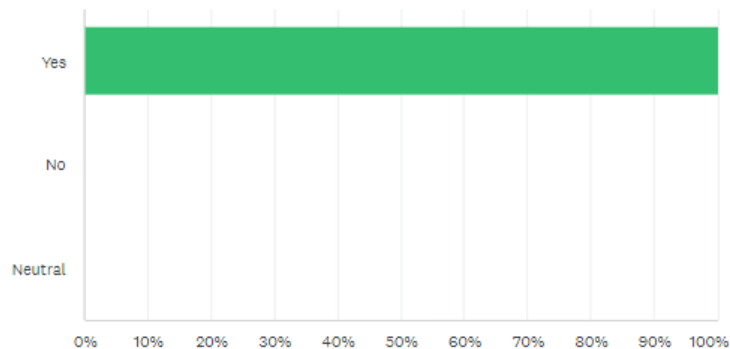
URL Link >> <https://youtu.be/WwEQBDcCVIw>

Scan to View



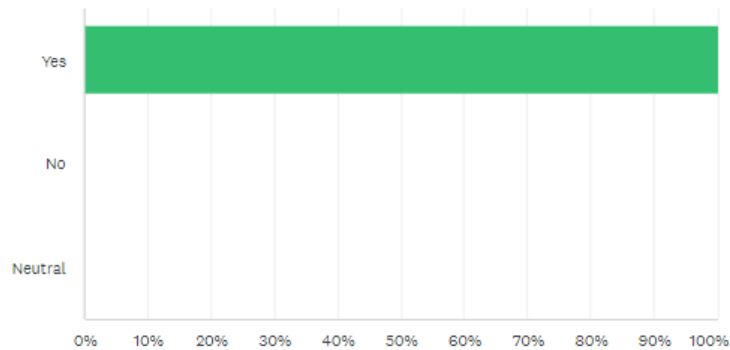
UWG Challenge: Survey Results

Are you satisfied with your 21-Day W.E.L.L. Challenge experience?



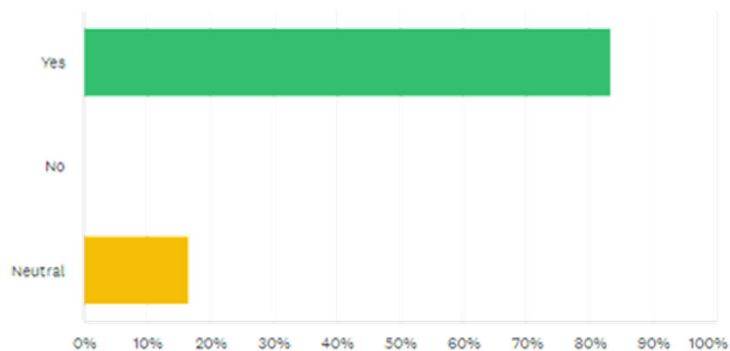
UWG Challenge: Survey Results

Would you recommend this Challenge to a friend or co-worker?









UWG Challenge: Survey Results

Did you find the daily email reminders helpful?









Tips for Success

-  Follow the K.I.S.S. principle: **KEEP IT SUPER SIMPLE!**
-  Communication: w/NWI, w/participants, w/internal coordinators
-  Promote utilization of all available resources even after the C is over
-  Academics: make it a requirement part of a course
-  Conversation, reflection, and celebration.
-  Promote repeated challenges (personal and/or as a group)



Tips for Challenge Success!

-  Communication: w/NWI, w/participants, w/internal coordinators
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-  Conversation, reflection, and celebration.







Are YOU ready for the CHALLENGE?



Test it out and get enrolled!



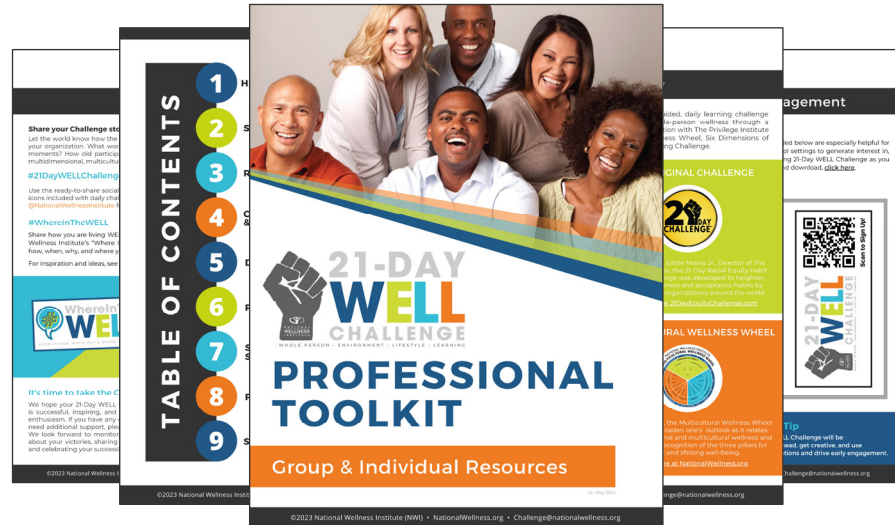
Scan Me!



REGISTER, SHARE with a friend, **COMPLETE** the Challenge & **WIN PRIZES!!**
Scan the QR Code or visit NationalWellness.org/CHALLENGE



Put together a Challenge group!



Show us where & how you WELL!





ACTIVATE
2023 | NATIONAL WELLNESS CONFERENCE

Thank you!



Kristi Leonard
Assistant Dean of Students
Central College



Bridgette Stewart
Chief Wellness Officer
University of West Georgia (UWG)



Kellie Straub
VP of Growth & Innovation
National Wellness Institute (NWI)