

Self-Care Challenge Overview



What is the Self-Care Challenge?

The Self-Care Challenge aims to encourage employees to participate in self-care practices throughout the course of a month. Each week focuses on a different aspect of self-care, encouraging employees to develop healthy habits that promote balance and wellbeing. This challenge offers practical tips and activities to create a rewarding self-care journey.

Why participate in the Self-Care Challenge?

Self-care refers to the intentional practices and activities that individuals engage in to maintain or improve their mental, physical, and emotional wellbeing. According to Psychology Today, self-care is linked to improved mental health, self-esteem, self-worth, and decreased levels of anxiety and depression. There are also several long-term benefits of quality self-care such as disease prevention, healthier relationships, and improved quality of life. By practicing self-care, individuals can improve their overall health and wellbeing.

How does the Self-Care Challenge work?

1. **Pick dates** to run the challenge. The tracker runs for 4 weeks.
2. **Decide on prizes** if you plan to offer them. *It is the employer's responsibility to ensure that incentives and prizes comply with all ACA and IRS regulations. Consult with your legal counsel for guidance.*
3. **Customize the tracker.** Add instructions for turning it in (when, to whom) in the light blue box before distributing it electronically or printing it.
4. **Promote the challenge** frequently and using multiple methods (e-mail, flyers, etc.). Send your first promotion at least 2 weeks prior to the start of the challenge. Customize the flyer to include sign up instructions, dates of the challenges and what the prizes are, if offering any.
5. **Send the weekly motivational messages** at the beginning of each week.
6. **Celebrate** everyone's success!

Included in this toolkit:

- Flyer Template
- 4-week tracker
- Weekly motivational messages
- Self-care flyers
- Post-challenge survey

Here are some additional resources:

- Blue365, health and wellness discounts for Excellus BlueCross BlueShield members, [Home Page | Blue365 Deals](#)
- Psychology Today, [The Connection Between Self-Care and Mental Health | Psychology Today](#)
- Verywell Health, [What Is Self-Care and Why is It Important? \(verywellhealth.com\)](#)