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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 training that promotes life-long learning.

Learn more at NationalWellness.org

THE ORIGINAL CHALLENGE

Founded by Dr. Eddie Moore Jr., Director of The Privilege Institute, the 21-Day Racial Equity Habit Building Challenge was developed to heighten diversity awareness and acceptance habits by individuals and organizations 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 interconnectedness of multiple dimensions and personal factors influencing an individual’s journey to optimal 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 optimal and lifelong well-being.

Learn more at NationalWellness.org

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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, competition, and comradery among 21-Day WELL Challenge participants. It is especially applicable in, but is not limited to, the following:

- Worksites
- 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.
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
9: Indigenous Peoples' Day
11: National Coming Out Day
19: National LGBT Center Awareness Day

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

December
Universal Human Rights Month
Interested in learning more about NWI membership?
NWI offers affordable membership options for individuals, organization, and students. To learn more about the benefits of becoming an active NWI Member, click here.

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.
  1] 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.
  2] 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 scheduled 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 address domains (for example, name@yourcompany.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.
Communications & Engagement

The 21-Day WELL Challenge Toolkit provides access to a variety of virtual and print communication materials that can be copied and customize 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

Challenge Toolkit Resources:

All 21-Day WELL Challenge resources can be found in NWI's Online Learning Center, LearnWELL. You have direct access via the page link and QR code included below:

21-Day WELL Challenge Resources Page

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.
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.
Digital and Social Media Materials

We encourage you to use the 21-Day WELL Challenge logo in your internal communications and to actively share and promote your Challenge across all digital and social media platforms.

- **SAMPLE PROMOTIONAL EMAIL**

  Below is an example of a promotional challenge email that utilizes the challenge logo and effectively communicates what the Challenge is and how to get registered.

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**Central College 1853**

**21-DAY WELL CHALLENGE**

Central College challenges you to participate in the 21 Day WELL Challenge!

Start the new year off right by creating a daily habit of self-reflection. This challenge provides an opportunity to learn about your personal wellness through a multicultural lens. It takes all of us to build strong, inclusive communities. With resources compiled for you and others learning beside you, now is the time to do your part.

Here’s how to participate:

- **Step 1:** [Register](#) for the challenge starting Monday, Jan. 2. Please register with your school email.
- **Step 2:** Between Jan. 2-11, choose a challenge resource each day that supports your personal well-being. Most activities take five minutes or less.
- **Step 3:** Download the **21-Day WELL Challenge Tracking Sheet** to monitor your daily activities, reflect on each resource you complete, and track your progress.
- **Step 4:** At the end of the challenge, submit your completed tracking sheet and self-reflections to be entered into the drawing for fun prizes.
- **Step 5:** Attend the challenge celebration and wrap-up at 3 p.m. Thursday, Feb. 2, in the Boat Room of Wayland Student Center on Central’s campus.

Central’s Building a Culture of Inclusion Initiative team challenges you to reflect on your personal wellness for 21 days in January. This personalized, 21-day challenge provides an opportunity for you to utilize the National Wellness Institute’s dimensions of wellness.

Learn more about the **21-Day WELL Challenge** and get ready to register in January!
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 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.

Communications & Engagement

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!
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!
21-Day WELL Challenge Success Tip

Bringing awareness 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.

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
Communications & Engagement

- **PROMOTIONAL POSTER**

To access and download, [click here](#).
Reflection & WELLGoals Worksheet

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 optimize 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.

**REFLECTION QUESTIONS**

- Which dimension of wellness stood out to you the most during the Challenge?
- Why do you believe that dimension made an impression on you?
- How would you rate your current level of wellness in that dimension?
  *Rate yourself using a scale from 1 (poor) to 10 (thriving).*
  *Imagine yourself as a 10 (thriving) in that dimension.*
- How would you feel as a "10" in that dimension?
- What would the "10" version of yourself be doing differently?
- What behaviors could you modify, add, or replace to make progress?
- Who can provide support to help you continue progressing toward a "10"?
- How will changes in this dimension impact your wellness in other dimensions?

**W.E.L.L. GOALS**

Use these WELLGoals prompts to help you plan out your new behaviors!

- **SPECIFIC** >> Are the goals you're setting definitive, precise, and focused?
- **MEASURABLE** >> Do your goals have measurable parameters for success?
- **ACTIONABLE** >> Can you take consistent and ongoing action toward your goals?
- **RISKY** >> Will your goals challenge and stretch you beyond your comfort zone?
- **TIMED** >> What time triggers (start, finish, frequency, etc.) will you set?
- **EXCITING** >> How excited and enthusiastic are you about your goals?
- **RELEVANT** >> Are your goals in alignment with your purpose and values?

#21DayWELLChallenge  #WhereintheWELL
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?
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.
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!

**Lower cost incentive ideas:**
- Healthy snacks
- Water bottle
- Gym bag
- Yoga mat
- Headphones
- Exercise bands
- Cooking tools
- Grocery card

**Higher cost incentive ideas:**
- Gym membership
- Meal service membership
- Paid Time Off (PTO)
- Gym shoes
- Fitness equipment
- Free wellness coaching
- Standing desk
- Gift certificate
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 Racial Equity Habit Building Challenge© to help all people, everywhere better understand and address issues surrounding equity, inclusion, privilege, leadership, and supremacy in a way that solidifies 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 worksites 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.
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 platforms!

#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, hearing about your victories, sharing key outcomes with others, and celebrating your success!