



Let's Thrive — Your 31 Day Journey Towards Wellbeing

What is it? The Mental Health Awareness Challenge is an easy, self-paced, turnkey program that focuses on mindfulness and mental health in honor of Mental Health Awareness Month. Participants will follow a calendar that features a daily task or activity geared toward mental wellness and will check the box once the task completed. Employers can boost program engagement with these tips:

Implementation Process:

- 1. Ready, Set, Let's Thrive.** The calendar for May is ready for distribution. Each day has an activity or task that promotes mental health and wellbeing. Activities include meditation, gratitude journaling, exercise, connecting with friends, and much more. The program's goal is for employees to complete 20 of 31 activities during May to promote Mental Health Awareness Month.
- 2. Track Results.** For larger companies looking to automate result collections, using a survey platform such as Forms or Survey Monkey and requesting participants to enter their completed days and name can be an effective solution.
- 3. Prior to Program Launch.** About one to two weeks before the challenge begins, share the information! Send an email to all employees about the annual observance in May and introduce the Mental Health Awareness Challenge.





4. Get Creative With Your Communication. Successful programming starts with communication and reminders. Think beyond emails and get creative with your communication of this new challenge. Here are a few ideas to consider:

1. Print the calendar and post it around the office, cafeteria and breakrooms.
2. Announce the challenge at company-wide or department meetings.
3. Create small group competitions among departments, work groups or teams.
4. Encourage senior leadership to support and participate in the program.
5. Post to all employee communication streams, such as Teams (if applicable), intranets, bulletin boards, etc.

5. Encourage Participation. Offer incentives for employees who complete the challenge, such as a prize, gift card or recognition at a company meeting. Create a sense of excitement and friendly competition among employees to encourage participation.

6. Host Check-ins. Schedule regular check-ins throughout the month to see how employees are doing with the challenge.

2024 Sample Program Implementation Timeline:

- **Before April 19:** Determine engagement ideas, incentives, and cross-collaboration events for program success.
- **April 22-26:** Send the program kick-off email to all employees. Print and distribute calendars.
- **May 1:** Send a reminder email to all employees.
- **May 13-17:** Host a check-in to see how employees are doing with the challenge. This also can be in conjunction with another all-employee event or meeting.
- **June 3-7:** Collect calendars, acknowledge participation, and/or announce winners.