

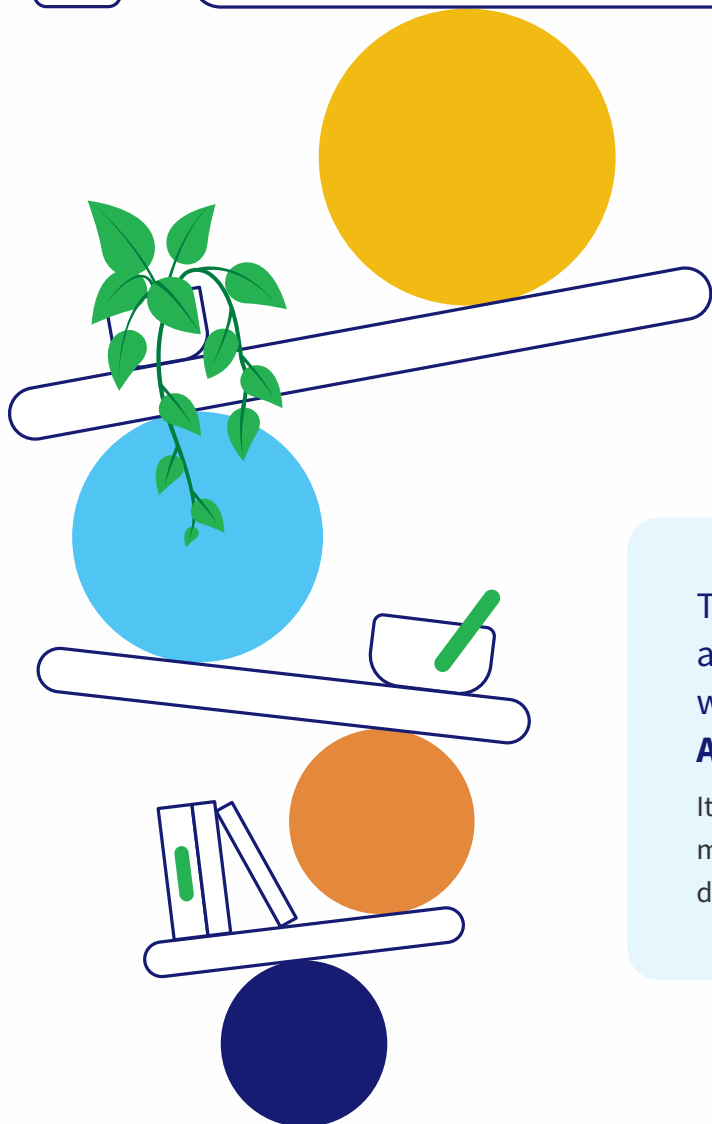


31-DAY CHALLENGE

Mental Health Awareness Month

# Magic of Self-Care

Employer Implementation Guide



This guide outlines how to successfully introduce and manage the Magic of Self-Care Challenge within your organization during **Mental Health Awareness Month**.

It includes timelines, communication templates, distribution methods, and tips for engagement without the need for a digital platform.

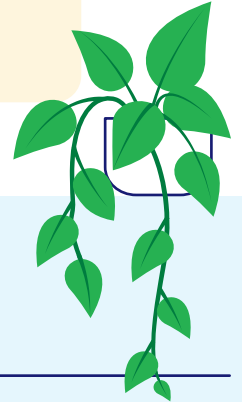
## CHALLENGE OVERVIEW

# 31 Days to support focus, energy, and balance

The Magic of Self-Care Challenge encourages individuals to complete one self-care activity each day for 31 days. Participants use a printable tracker to record their progress and explore suggested ideas. The goal is to make self-care simple, accessible, and easy to weave into daily routines.

### Challenge components

- Email announcement
- Promotional flyer, poster, video display module
- 31-day self-care tracker PDF
- Weekly email templates
- Completion email
- PDF of the completion certificate



## HOW TO PROMOTE



### 2 weeks before launch

- Prepare communications
- Inform team leaders and managers so they can encourage participation



### 1 week before launch

- Send the email announcement
- Upload video displays
- Print posters or flyers if using physical materials
- Share through internal communication channels



### Launch day – May 1

- Send official launch email
- Provide a link or attachment to the tracker
- Print the tracker and make it available in common spaces



### During the month

- Share weekly reminder emails
- Encourage departments to discuss wellbeing moments in team meetings



### End of the month

#### On the final day of the challenge

- Send the final email recognizing everyone who participated
- Provide a link to the completion certificate

## Simple strategies for engagement

Even without a digital system, you can gather participation in simple ways. Select the option that best aligns with your culture and capacity.

### Option 1

#### Self-check only

No submission required. Individuals complete the tracker for their own benefit. Certificates can be self-issued.

### Option 3

#### Manager-led collection

Participants can return hard copies to their manager, who will then submit a final count to HR or the wellness team.

### Option 2

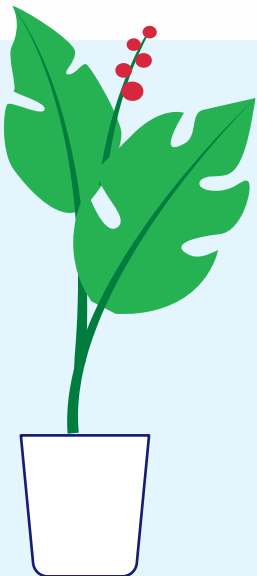
#### Voluntary submission

Individuals can email a photo or a copy of their completed tracker to a central inbox.

### Option 4

#### Recognition-based

No submission needed. At the end of the month, send a general thank-you message and provide open access to the certificate.



## Engagement Tips

- Offer small incentives like a wellness raffle or company-branded items
- Encourage teams to share ideas, such as favorite calming playlists or quick stretching routines
- Highlight leadership participation to build credibility and support
- Offer optional next steps, such as ongoing wellbeing resources or upcoming programs
- Share general insights or positive feedback collected during the month