

EAT MOVE SLEEP

SMALL CHOICES. BIG CHANGES.

FIRST 30 DAYS CHALLENGE

DAY 1: The Basics

- Identify the healthiest elements of diets you have tried. Build them in to your lifestyle for good.
- Each morning, plan ahead to add activity to your daily routine.
- Sleep longer tonight to do more tomorrow.

DAY 2: Small Adjustments

- Ask yourself if the next food you put in your mouth is a net gain or a net loss. Repeat throughout the day.
- Eliminate an hour of chair time from your daily routine.
- Gradually add sleep to your nightly schedule in 15-minute increments. Continue until you feel fully rested each morning.

DAY 3: Quality First

- Select one food to eat today with a balanced (1 to 1) ratio of carbs to protein. Avoid foods above a ratio of 5 to 1.
- Put the healthiest foods in your home on a shelf at eye level or in a bowl on the counter.
- Identify one way you can work without sitting, right now. Test it out tomorrow.

DAY 4: BREAK THE CYCLE

- Identify the sugar content in your favorite meal or snack. If it's more than 10g, find a replacement.
- Pick one food or drink you sweeten regularly — artificially or with sugar — and consume it without the added sweetener for a week.
- When you have to sit for long periods of time, stand up, walk, or stretch every 20 minutes.

DAY 5: STAYING HEALTHY

- Every time you go to the store, start by loading up on fruits and vegetables with vibrant colors.
- When disruptions threaten your regular schedule, plan ahead to ensure you get a good night's sleep.
- As you make adjustments for better sleep, measure your progress. Note the time you get into bed and the time you wake up. Then rate your sleep quality on a 1-10 scale.

DAY 6: WHAT COUNTS

- Build your meals around fruits and vegetables today to change the expression of your genes tomorrow.
- Select one way to measure your daily movement. Use a pedometer, watch, GPS, smartphone, or manual log to start tracking your activity today.
- Aim for 10,000 steps every day or 70,000 steps per week.

DAY 7: REFINED FUEL

- Replace chips, crackers, and snack bars with nuts, seeds, apples, celery, and carrots.
- Always leave the serving dishes in the kitchen; don't bring them to the table.
- Get a full hour of vigorous activity to burn calories all day long.

DAY 8: TIMING MATTERS

- Select a healthy standby snack today. Carry it with you wherever you go.
- Make every meal last at least 20 minutes.
- Exercise in the morning for a better mood and more brainpower all day.

DAY 9: SHORTCUTS

- Make a healthy choice and order first when you dine out. It will lock in your good decision and likely start a trend.
- Pick one of your most repetitive motions, such as using a smartphone, computer, or carrying a heavy bag. Alternate use of your left and right sides frequently.
- Use bright light to stay alert during the day. Dim your lights in the evening. Then block all light in your bedroom at night.

DAY 10: DECISIONS

- Investigate how you can get most of your protein from plantbased sources.
- Quit giving people food you know better than to eat yourself. When buying food for friends or preparing a meal for others, think of what's best for their health.
- Pick one deeply personal motivation to move more. Find a way to remind yourself every day with a photo, note, or quote.

DAY 11: WORKING

- Engineer activity into your work. Have a standing or walking meeting. Get up and move every time you are on the phone.
- Take a midday break of at least 30 minutes every day.
- Structure your work schedule for better sleep. Help your boss and colleagues understand why good sleep is in everyone's best interest.

DAY 12: QUITTING

- Whenever you receive junk food, put it in the nearest trash can. This will keep you from splurging or regifting it.
- When you see a friend making a good decision about what to eat, give credit and encouragement.
- Avoid using the snooze button on your alarm for the next week. Then, see if you can banish it for good.

DAY 13: MYTH BUSTING

- When you are offered complimentary bread with a meal, ask for a healthy alternative or simply pass.
- Eliminate one type of red or processed meat from your diet for good (like bacon or hot dogs).
- Keep your bedroom two to four degrees cooler at night. See if it helps you fall asleep and stay asleep.

DAY 14: HOME

- Use smaller cups, plates, and serving sizes to eat less.
- Identify one easy way to add activity around your home or neighborhood: walking, running, biking, exercise machines, workout videos, yoga, or Pilates.
- Discuss how schedules, lighting, thermostats, and reducing noise can help everyone living under your roof sleep better.

DAY 15: GET AHEAD

- Select restaurants based on how easy it is to make a healthy choice when you order.
- When you are tempted to skip a workout, just start exercising for a few minutes. Starting is often the hardest part.
- The next time you work on something that requires a great deal of learning and synthesizing, go to bed early instead of staying up late.

DAY 16: ENERGY

- Before you order a heavy lunch, consider whether you can afford the hangover that afternoon.
- When your brain is filled with new information to remember or when you need a burst of creativity, go for a walk.
- If you're having trouble sleeping, try exercising for a few days before you resort to sleep medication.

DAY 17: EXPECTATIONS

- Pick one food you eat even though you know you shouldn't. Give it an entertaining nickname that will make you think twice about eating it.
- Shop for foods based on whether they are good for you first. Then consider buying organic if you eat the skin.
- Identify a specific goal for increasing your activity. Write it down, add a deadline, and share it with at least one person (ideally more) or post it online.

DAY 18: GOOD NIGHTS

- Structure your days to eat more early, less late, and nothing after dinner.
- Limit yourself to two hours of *seated* television a day.
- Create a routine so you don't eat, drink, or use electronic messaging in the hour before you go to bed.

DAY 19: THINK AGAIN

- Replace all dried fruits and fruit juices with whole fruit and other healthy alternatives.
- If you see a packaged food or drink claiming to be healthy on the surface, study all the ingredients in even more detail.
- If sounds wake you up at night, add a constant background noise to keep them from interrupting your sleep. Try a fan, noisemaker, or smartphone app.

DAY 20: YOUR ROUTINE

- Steam healthy foods like fish and vegetables instead of grilling them with dry heat.
- Find one way to trim your total weekly transit time, like telecommuting once a week or driving at low-traffic times.
- Wake up at the same general time every day of the week to keep your internal clock on track.

DAY 21: SIMPLE STEPS

- Go through the food in your house today. Get rid of a few unhealthy items that have been sitting on a shelf for months.
- If you are in motion, whether walking or driving, keep your smartphone in your pocket or purse.
- Identify one thing that stresses you out regularly, right now. Create a plan to prevent it from occurring.

DAY 22: LOOKING GOOD

- Eat more carrots and tomatoes for a truly natural tan. Also add salmon and flax for better hair and skin.
- Walk at least five minutes a day to counteract aging. Build up to 45 minutes of intense activity at least three days a week to halt aging even more.
- When you need to look your best, give yourself plenty of time to get a sound night's sleep.

DAY 23: AN EXTRA BOOST

- Start every meal with the most healthy item on your plate, and end with the *least*.
- Identify one aerobic activity that gives you a natural high. Do it at least once a week for 30 minutes.
- At the end of a lousy day, before you make a small stressor into something bigger, give sleep a chance to do some repair work overnight.

DAY 24: REMINDERS

- When you want a quick snack, take a handful and leave the bag or box behind.
- Spend at least five minutes outside every day.
- Identify one person who will check in regularly and hold you accountable for staying active. This could be a friend, coach, or personal trainer.

DAY 25: PREVENTION

- Replace sweet and fried foods with healthier spices and flavors.
- Make activity your first line of defense before you resort to pain killers or other medications.
- Know your blood pressure and cholesterol levels. If you don't know these numbers, check them in the next month. Then retest at least once per year.

DAY 26: DAILY CHOICES

- Identify a few healthy food options. Buy them automatically so good choices are always available at home.
- Use vigorous exercise to clear your mind and body.
- Make small decisions quickly to get them out of the way. But when you need to make a big decision, always sleep on it first.

DAY 27: NEW HABITS

- Save sugary desserts for *your own* birthday. On other occasions, eat fruit or berries instead.
- Ration your most indulgent choices to enjoy them even more. If you can't imagine life without chocolate, have a few bites once a week.
- Try a new microactivity today, like taking the stairs or parking far away from the door.

DAY 28: TREND SETTERS

- Never go a full day without eating something green. Have at least one cup of broccoli or another green vegetable.
- Replace all juice, soda, and sugary beverages with water, tea, coffee, or other unsweetened drinks.
- Identify one item you wear regularly that creates discomfort. Find a comfortable alternative.

DAY 29: IDEAS FOR LIFE

- Identify one specific risk to your health. Spend an hour studying what foods you could eat to decrease that risk.
- Work toward or maintain a normal weight to improve your odds of sleeping well. If you need to lose a few pounds, swap an hour of daily television for an hour of sleep.
- Arrange your schedule to ensure you get at least eight hours of sleep each night.

DAY 30: WRAPPING UP

- With each bite, consider how it can benefit your body. Use what you know to make better choices in the moment.
- Be active every day of the year. Take a few more steps tomorrow than you did today.
- Every day, invest more time and energy in good food, activity with friends, and quality sleep.