



## SELF-CARE SUMMER CAMP

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**Content Areas:** Kindness, Mindset, Physical Activity, Play, Self-Care, Team Building,

**Duration:** Six Weeks

**Description:** Wouldn't it be great to re-experience all that fun in the sun, plus the new friendships and awesome adventures that you may remember from summer camp? After all, even adults need to get outdoors, spend time socially connected and explore new things – just like kids! With **Self-Care Summer Camp**, the goal is to make self-care easy and enjoyable! Along the way, feel free to invite your friends and family to join you or carve out some much needed “me time.” This campaign offers up a new theme each week for a series of six weeks. In addition to learning the health-related facts and benefits of each theme, you'll receive a variety of optional activities to enrich the experience ... ideally positioning consistent self-care as something to look forward to each day and not an extra item to add to your to-do list.

### Overview:

- Week 1 – The Great Outdoors
- Week 2 – Game On
- Week 3 – Teamwork
- Week 4 – Create & Explore
- Week 5 – Get Adventurous
- Week 6 – Just for Fun

### Key Components:

- Content – Videos and photos from submissions to generate ongoing excitement
- Reporting – Aggregate participation reporting
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts; participant tracking tool
- Rewards – Six victory prizes for the most engaged participants (based on metrics provided)
- Support – Suggested weekly goals / activities that support experiential learning (done on own time rather than weekly meetings)

**Investment:** Starting from \$1,750