



2022 HOLIDAY CHALLENGE

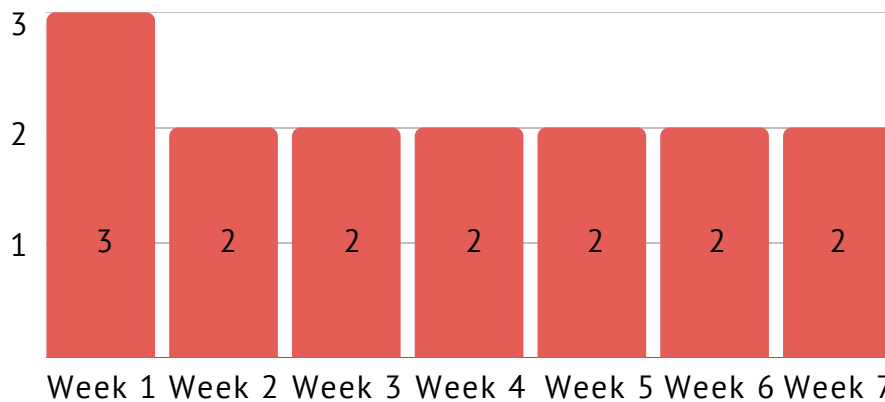
November 1st, 2022 - December 16th, 2022

This infographic provides a summary of the 7-week Holiday Challenge outcomes.

PURPOSE OF THE CHALLENGE

The purpose of this 7-week challenge was to incentivize our community to continue thinking about their health and what they eat and do throughout the busy holiday season. Participants were to share a picture of themselves having a healthy meal or exercising on social media and use any of our Holiday Challenge hashtags. Each post with one of UCD's holiday hashtags qualified as an entry for our weekly gift card raffle.

PARTICIPATION BY WEEK



HOLIDAY HASHTAGS:

- #happierhealthierholiday
- #changingholidayhabits
- #thegiftofhealth
- #noholidaypounds
- #notthisholiday

■ Number of Participants

The following graph shows how many pictures were submitted each week per participant via Facebook and/or Instagram.

PICTURES SUBMITTED PER PARTICIPANT

