

Are you up for the Healthie Challenge? It's easy. Just take a selfie doing something healthy.

Have you experienced the joy of telling a child it's time to visit the doctor? Are you familiar with the guttural screams, the sobbing and the downright defiance? ("No!" Insert foot stomp here.) Whether it's a child in your family or your own inner child you're giving the news, it's usually received with some dread. The white coats, the blood pressure cuff, a flu shot and a scale! Why **would** anyone want to go? Well, here's one good reason:

Getting checkups, screenings and vaccines can be life-saving. They may find health problems early when they can be better treated. And they can provide protection from some pretty scary illnesses.

Welcome to Healthie Challenge: Check yourself and everybody else

Think of it this way – preventive care is designed to keep you away from the doctor! So if all you have to do is go once a year for a checkup and once in a while for routine screenings, is that really a challenge? We don't think so, and we want you to spread the message. What if you become the one in your family or social circle who's on top of who gets what preventive screening, exam or shot, when and how? Well, we'd call you downright heroic.

That's your Healthie Challenge

Remember the healthie? That's a selfie you take while doing something healthy. Here's how it works:

- Look for preventive care inspirational updates coming soon.
- Use the updates for healthie pic ideas and post them on your favorite social media site using "**#<companyname>healthiechallenge.**"
- Search the hashtag and check out the checkup competition.

So go forth, and push, pull or drag yourself, and others, to the doctor for a friendly visit. And keep a lookout for your first **Check Yourself** Healthie Challenge headed your way soon.